

The NATIONAL UNDERWRITER

Life Insurance Edition

INS. LAB.

What an Athletic Director of Indiana University did for his daughters



It was back in 1922, when Mary was eight and Catherine was five. Their father felt his responsibility strongly. He wanted to make sure that no matter what the future held his daughters would have funds for a college education. He naturally turned to life insurance.

An Equitable agent helped him work out Educational Fund policies providing that, when the girls reached eighteen, the proceeds would be paid to them, over a four-year period, in quarterly installments.

The father lived only fifteen months after the policies were issued.

Mary is now in her third year in the School of Journalism at a mid-west State University. Catherine will enter an art school in Chicago, next fall.

Because of their father's thoughtfulness and foresight, both of these girls will be soundly equipped to face the world.

★ ★ ★

This life insurance program, prepared so carefully to meet the needs of an Athletic Director and his family, is but one of many thousands which Equitable agents, trained in the Case Method of life insurance planning, have put into effect for far-sighted people.

You too have obligations to yourself and your family. Let an Equitable agent suggest an insurance program especially adapted to your own conditions.

THE EQUITABLE

FAIR - JUST

LIFE ASSURANCE

SECURITY - PEACE OF MIND

SOCIETY

MUTUAL - COOPERATIVE

OF THE U.S.

NATION-WIDE SERVICE



Thomas I. Parkinson,
President

The above advertisement is appearing in current national publications

THE EQUITABLE CASE METHOD of LIFE INSURANCE PLANNING

The national advertising program of The Equitable Life Assurance Society of the United States for 1935 will continue to feature the Society's Case Method of Life Insurance Planning, emphasizing the highly important part the trained Equitable agent plays in fitting the insurance to the exact needs of the prospect.

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

THOMAS I. PARKINSON, President

393 Seventh Avenue, New York

FRIDAY, JUNE 21, 1935



• At the request of many agents and policyholders we are repeating the series of now famous cartoon cuts, "Hints to Salesmen," designed by Guilford A. Deitch and drawn by Gaar Williams, the well-known cartoonist, especially for the Reserve Loan Life. These were first used 25 years ago. This company was one of the pioneers in the country in using cartoons and humor in advertising.

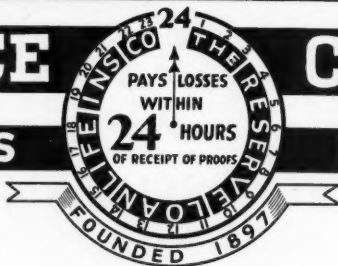
THE Reserve Loan Life is a company that does just a little more for its agents, just a little more willingly. Result—satisfied fieldmen.

Our fair agency contract that pays real first year commissions, also makes for satisfaction. Write today saying "send me the details."

Reserve Loan Life

INSURANCE COMPANY

INDIANAPOLIS INDIANA



The National Underwriter

LIFE INSURANCE EDITION
A WEEKLY NEWSPAPER OF LIFE INSURANCE

Thirty-Ninth Year—No. 25

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JUNE 21, 1935

\$3.00 Per Year, 15 Cents a Copy

Income Feature Is Essential Element

Impossible to Ignore This Aspect and Present Only Protection Feature

GENERAL AGENTS' VIEWS

Present Thought That Slump in Sales Due to Public Demand for "Death" Insurance Challenged

There seems to be a sentiment sweeping the country, ascribable to the production slump of the last month or so, that the selling of insurance for income purposes has been over-emphasized and that what the public wants and needs primarily at the moment is protection. Most offices have been concentrating for a long time on training agents to present the income features of life insurance, taking a tip from the public surge toward annuities and higher premium forms of life contracts as a vehicle for investment.

In the last month or so, however, the results in sales were not what was expected. The entrée for life agents seemed ideal, with strong public confidence in life insurance because of its record during the depression years, and individual doubts where to invest funds at reasonably large yield consistent with security of principal. It seemed to many general agents and managers that the story of how well life insurance would meet this situation could but result in many sales if it were simply and graphically told. They concentrated their efforts on training agents to do just that.

Sales Remained Slack

But then in spite of the fact agents were well received by prospects they were having difficulty in selling the business. That has been freely admitted by many managers in the recent past. There came the natural thought that perhaps the public was not ready for wholesale presentation of the income idea; that it needed, first, life insurance protection to replace policies lapsed and surrendered during the hard times.

A well known general agent challenges this latter thought. The income feature is a fundamental factor in life insurance, he says. Life insurance now is conceived to be property. Any man expects to get a reasonable return from his property and unless he does so, he considers the investment a poor one. The protection and investment aspects of the life policy cannot be presented separately, the general agent says, they tie in so closely together. He believes the income feature of permanent life insurance cannot be divorced from the sales talk, else the interview will be incomplete.

Someway, another general agent says, in spite of the wide emphasis placed on training agents on visualizing of needs,

(CONTINUED ON PAGE 16)

Lindsley Sizes Up Present Conditions in the Field

HE FINDS BRIGHTER OUTLOOK

Declares Recent U. S. Supreme Court Decisions Have Had Sobering Effect on People

President H. K. Lindsley of the American Life Convention, president of the Farmers & Bankers Life of Wichita, Kan., lays much stress, in a statement given out this week, on the recent decisions of the United States Supreme Court in the Frazier-Lemke act and the NRA cases, declaring that they constituted a turning point in American history. He characterized this action of the high tribunal as a "golden glow in a sky which has been very, very dark indeed."

Sees Better Times Ahead

President Lindsley sees an era of better times ahead. He thinks that industry and business in general are in better shape. Railroads have taken steps to render their service more desirable and effective and he feels that people will return more to railroad travel. Life companies own large amounts of railroad bonds. Speaking further, President Lindsley said:

"Experience in the life insurance business in the years of depression denies that the American people will be willing to have their individuality and initiative submerged. Under force of circumstances many gave up their life insurance, their own personal provision for the future, but gave it up grudgingly and with great regret. Individuals whose fortunes have somewhat mended have secured policies again. As the country comes out of depression into full prosperity, they will purchase tremendous amounts of life insurance. Its combination of protection and investment affords the highest type of social security, whose workings during depression has made a profound impression on the people of the country."

New Business Is Better

"Already this movement has been definitely noted. New business is substantially greater in amount than during the corresponding period last year. There have been sold a considerable number of very large lines of life insurance, whereas since 1929 the large lines have been very rare. The people of this country have shown their great trust in the life insurance institution as a custodian of funds by buying a very large amount of investment types of contracts. This has come about through growing realization that life companies' investments are greatly diversified, saturating the whole social fabric. They are, therefore, as strong as the economic structure, and nothing could be any stronger."

Concerned Over Left Wing

"For this reason, however, it will be appreciated why life company officials have been greatly concerned over the so-called 'left-wing' movement in this country, over radicalism, the threat to stability of the constitution and sanctity of contracts. Life insurance policies are contracts, and their foundation is other contracts, including first mortgages on

Studying the Field From Production Standpoint

TERRITORY BEING RESTRICTED

Some Companies Are Concentrating Their Operations to More Limited Points of Operation

Life companies undoubtedly are studying the complexion of the field and the response that they are getting from having the most effective and forceful agency methods used. New production plans, educational systems, new methods of approach, old ideas put in new dress, stimulating material of all kinds, more potent publicity and more efficient ways of handling of agents have been put forward during the last few months with the hope that the field force will rally to the life insurance call and carry the flag over the ramparts.

Say Fire Has Been Scattered

A number of general agents have come to the conclusion that a large amount of fire has been scattered and there has not been sufficient concentration on definite areas where business is most easily to be gotten. In other words, the production men are seeking people who have enough income or other funds to pay for life insurance. Many companies have seceded from some old territory and especially country districts where business has been difficult to obtain, and are centering their attack largely on city areas where a greater number of people are on salaries.

Seeking Salaried Class

It is found that it is the salaried class largely that is buying insurance today. Agents are seeking those that have a steady income that is sufficiently large to enable them to make a good living, and yet have an excess with which to purchase life insurance and also indulge in some of the luxuries. There are certain kinds of business that are making thoroughly good money. It has been found that the attempt to extract business from smaller towns, country districts and industrial sections where factories are only working part time or are entirely shut down does not bring sufficient response. The same amount of money spent in cultivating a more fertile field gives far more satisfactory results. Therefore the field generals are making particular investigation of those cities and sections of cities and occupations where the outlook seems more encouraging. They are mobilizing salesmen in such places.

farm and city real estate. If these, considered among the finest investments of the life companies, were declared merely scraps of paper, the security behind the life policies would become depreciated.

"While the total of farm loans made by life companies of this country is only about \$1,165,000,000 out of more than \$22,000,000,000 assets, and failure of this investment alone could not have plunged the life insurance institution into bankruptcy, nevertheless it would seriously have reduced the net yield on invest-

(CONTINUED ON PAGE 16)

Fraternal Back Mr. Palmer's Code

Illinois Congress Withdraws Amendment, Supports Director Fully

CONFERENCE IN CHICAGO

Insurance Department Head in Appeal; Society Men Debate Current Problems

A great deal was accomplished at a meeting of the Illinois Fraternal Congress in Chicago this week, which was addressed by Insurance Director Ernest Palmer of the state. Following his frank exposition of his views regarding the Illinois code and appeal not to endanger its passage by minor objections, the congress voted to withhold an amendment already prepared in the hands of State Senator Graham to kill the provision requiring fraternal to insert copies of applications in the policies, a requirement involving considerable extra expense in photostat equipment and clerical work. The congress voted to stand solidly behind the code.

Discussions were held on the important subject of whether fraternal should go to 3 percent reserve basis as have many old line companies, how to increase expense funds, the possibility of societies going into the annuity field, and stimulation of the Chartered Life Underwriter idea among fraternal salesmen.

Consider Expense Funds

One of the most pressing problems before many fraternal now is that of expense fund. Discussants commented that many societies in the past when they converted members to adequate rate basis, although they increased premium rates and mortuary fund, did not make corresponding increase in loading for expenses. It was said many now face the expense fund problem. Fraternal, unlike old line companies, cannot transfer to general fund saving in mortality, unassigned funds, etc.

Many investments of fraternal societies, similar to those of old line companies, have become frozen in the depression and the societies are not as liquid as they might be. Lapsation has caused a decrease in growth. The consensus seemed to be that mergers may solve the problem for some societies, resulting in reduced overhead, acquisition of benefits such as hospitalization, children's and old people's homes equipment, etc. It also was proposed that it might be advisable to issue new series of policies in which expense loading is substantially higher. A factor which would help in selling certificate holders on the desirability of the change would be increased surrender values and a greater factor of safety.

General opinion was that fraternal (CONTINUED ON PAGE 18)

Thirty-Year Producer Gives Homely Counsel

KANSAS CITY, MO., June 20.—C. P. Carroll, vice-president and veteran producer of the Kansas City Life, celebrated his 30th anniversary with that company as an agent this month. The special day was a big one for Mr. Carroll as well as for his friends and associates in the home office of the Kansas City Life, all of whom sent remembrances in the form of flowers, or dropped in to chat with him.

Old friends called him during the day and asked for a total of \$75,000 of business. Twenty-five vases of roses, five of which contained 30 roses each, decorated Mr. Carroll's office.

President Reynolds' Comment

President J. B. Reynolds commented: "In his 30 years with us we have had one complaint from a policyholder, who, two years after Mr. Carroll had written him \$5,000, wrote us to say it should have been only \$2,500. He has put more than \$15,000,000, an average of over half a million a year, on the books, yet the bulk of his policies are 5's and 10's—and all high premium business—20-pay and long term endowment."

For each month of 1933 so far, including May, Mr. Carroll has led in number of applications and ranked second in volume. His renewal ratio never has been under 75 percent, and even in 1934, a bad year, was 83. For years it has run from 90 to 100. In one year he had \$876,000, practically all 20-pay, pass its ninth-year renewal period. His death claims have been small—most of his policies are maturing to the living.

Old Policyholders Return

Hardly a week passes now that a policyholder whom Mr. Carroll wrote 10, 15, 25 years ago does not come into the home office to mature a policy. About five years ago he revisited a rural district where he has a lot of business in force. A young man came up to him and asked him if he were Mr. Carroll.

"Yes."

"Will you write me \$2,500? You wrote Dad 20 years ago and he told me to get you to write me a policy."

"I consider every policyholder I ever wrote a friend. They not only call on me at my office but invite me to their homes. They ask me to write their children's insurance. If I had it to do over again, I wouldn't ask for a better job, a better company, or a better boss."

In 1914 in Chariton county, Mo., in a small town, Mr. Carroll wrote a \$5,000 double indemnity policy. About five years ago the policyholder was killed by lightning. Mr. Carroll went up to pay the \$10,000. As was his custom, he went first to the banker.

"Sorry to see you, Carroll. I haven't got a prospect for you."

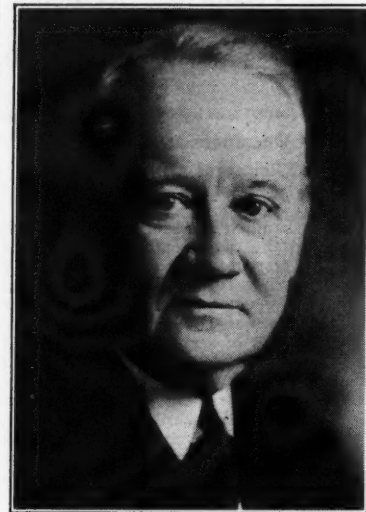
That day Mr. Carroll wrote four 2's, two 5's, four 3's and two 10's—a total of \$40,000, for all but \$10,000 of which

he received checks. On those he took notes. The doctor was amazed.

"I never saw a man who could write business so fast. I want you to write me \$1,000."

"I haven't time," said Mr. Carroll, "I can write you any time. We've got to get these people examined now."

Mr. Carroll used to leave town Mon-



C. P. CARROLL

day evening with the sole intention of making \$100 above expenses before returning. Arrived by train at a rural community, he put up at the local hotel, hired a horse and buggy and made his rounds about the countryside. In 1911 he purchased his first automobile.

With Chester C. Call, also still a Kan-

sas City Life representative. Mr. Carroll teamed for 11 years. The two underwriters never missed a train or an appointment, and from Mr. Call, Mr. Carroll learned hard, intelligent work.

When Mr. Carroll first started out in the business many of his prospects had never heard of legal reserve life insurance. Often he has driven away and had the man call after him, "One thing I want to ask you, Mr. Carroll, is when your lodge meets."

Life insurance then and today has to be sold and serviced by life insurance men because the person to whom the agent sells must be taught what he has and what it will do for him. Life insurance matures over so long a period.

"They've Got to Get 'Em"

A young producer of the Kansas City Life dropped in to see Mr. Carroll. He hadn't secured his application for the week and wondered if Mr. Carroll could help him.

"That reminds me of a story," was Mr. Carroll's reply. "Thirty years ago in Arkansas I was trying to sell a cotton planter. Five of the hungriest looking hounds I ever saw came up, hardly able to stand."

"What do you feed these dogs?" I asked.

"Rabbits."

"Rabbits? How do they get them?"

"Get 'em, they got to get 'em!'"

The young producer said, "That's all you need to say." He went out and secured his application.

Advice to Young Agents

That, plus the admonition to "Tell the truth and pay your debts," is Mr. Carroll's advice to young men.

Mr. Carroll favors the dramatic and emotional method of selling life insurance. Not that he isn't and hasn't always been thoroughly familiar with life insurance, but that is the only way to so impress people with its value they will retain it and remember it and what it does for them.

"I believe in injecting the human side of life insurance in the sale. People remember longer when sold that way, and keep their insurance in force."

Readers of "Nation" Getting Life Insurance Education

Readers of the "Nation" are getting a life insurance education these days, following the publication in that magazine of an article, "How Honest Is Life Insurance?" by Mort and E. A. Gilbert. In the June 12 edition the letters of three insurance people were published, they being M. A. Linton, president of the Provident Mutual Life; J. P. Sullivan of Chicago, one of the well known advocates of replacing higher priced forms of insurance with term, and Theodore Kain, assistant secretary Union Mutual Life of Iowa. In the June 19 edition, there was printed a reply by the Gilberts.

The Gilberts charged that the companies, in paying only the face of the policy, upon death of the assured, are "confiscating" the cash value, and Messrs. Linton, Sullivan and Kain led through that opening with force.

Sullivan Regrets Publication

Mr. Sullivan, who wrote an article for the "Nation" in September, 1933, said he is sympathetic with "any effort to expose the outrages which are daily perpetrated upon the public by the life insurance companies," but he expressed regret that the article by the Gilberts had been published. "It is very easy for the life insurance companies and their agents and their paid press to show the fallacy of any such statement as the one quoted (referring to confiscation of cash value) and in doing so they are able more strongly to ingratiate themselves with the deluded and unintelligent buyer."

Mr. Linton took some pains to explain how the life insurance premium is constructed in order to demonstrate clearly there is no "confiscation." He then went on to answer the argument of the Gilberts that the anti-twisting agreement which was signed by many companies, prevents the public from getting the benefits of the altruistic and sage advice of the twister.

Change Not Advantageous

Mr. Linton outlined several situations in which change of policies is legitimate and in which the companies cooperate. Most of the changes, however, he said, which companies encounter, are from ordinary life taken out a number of years before to ordinary life as of the attained age, the original policy being surrendered outright. Frequently the old policy is encumbered. In most cases the change is not advantageous to the policyholder, does not materially change his outlay and is likely to leave him in a worse position as far as future cash values are concerned.

The argument is frequently heard that a policy that has been in force for a number of years and has a maximum loan requires an outlay not only of the premiums for the original insurance but for the interest. When account is taken of the fact that the policyholder has advanced in age since the original policy was issued, it usually works out that the new insurance for the reduced amount of insurance is not far from the old premium. The cash values under the new policy are not likely to be as

Unique Method to Encourage People to Read a Paper

President C. E. Becker of the Great American Life of San Antonio has inaugurated a unique plan to promote interest among his officials, agency supervisors and general agents to read THE NATIONAL UNDERWRITER. No rating is given the answers, but if the replies show that the paper has not been read the matter is brought to the attention of the person filling out the blank.

Reasons for the Scheme

President Becker states that he feels it is of utmost importance that every officer and agency supervisor should read religiously a weekly life insurance paper. He claims it is the simplest way to keep up to date on knowledge of the business. Many new ideas, he declares, are developed and discussed and there is an abundance of sales material offered. He has chosen THE NATIONAL UNDERWRITER as the most representative paper. Starting some weeks ago his secretary sends a list of ten or more questions each week and within a week or ten days replies must be given. It will not only be necessary to peruse the reading matter but the advertisements. For instance, here is a recent list of questions that President Becker sent out:

1. What does Irvin Cobb say about life insurance?
2. Upon what basis will A. M. Best Company rate life companies hereafter?
3. In what large city is the automatic premium loan feature not stressed in selling and what are the disadvantages?
4. Why is reflection on 3 1/2 percent reserve companies inconsistent?
5. What Texas life company owns land on which oil has been found?
6. What happened to Jackson Cochrane's solvency law?
7. Since 1929 how much has the institution of life insurance paid to policyholders and beneficiaries?
8. How much of all life insurance in force is set up under life trusts? Why should agents take advantage of this feature of policies?
9. How much gain in production did Seaboard Life show in first quarter?
10. During the first part of this year what type of asset did company members of the Life Presidents' Association purchase to the greatest extent?

favorable and the interest that was paid on the policy loan is deductible in making up the income tax return.

The difficulty is that if these changes are encouraged there is a continual temptation for the agent to stir them up, not from the point of view of the good of the policyholder, but from the point of view of the commission.

The Gilberts suggested that the company should permit a change from a high premium policy to a low premium form without evidence of good health. This would be most unfair to the continuing group of policyholders, Mr. Linton pointed out. If the policyholder had a high premium policy and could surrender it for cash and take a new policy for the same face value as the original, in the event of death he would have received not only the face of the policy, but also the cash value. This practice would be indulged in by policyholders as soon as they knew they were in bad health. The practice would be discriminatory and scientifically unsound.

Fete Iowa Commissioners

The many friends of both the retiring Iowa insurance commissioner, E. W. Clark, and of Ray Murphy, the new commissioner, who will take office July 1, are planning a banquet in honor of both men on July 1, in Des Moines. It is being sponsored by the Insurance Federation of Iowa, of which H. B. White is president. Clifford Deputy of the "Underwriters Review" will act as toastmaster.

Eight-year Average Is Two Cases Weekly

A record of eight years of consecutive weekly production, with an average of two applications a week, was recently completed by William C. Shouldice of the Walter J. Stoessel agency of the Connecticut Mutual Life. Mr. Shouldice operates in Rutland, Vt. He began this weekly production plan at the time that he joined the ranks of the Connecticut Mutual in 1926. During this time Mr. Shouldice has twice been awarded the president's cup for the largest number of paid for lives.

Rejection Rate Being Improved

Percentage of Business Declined Has About Returned to Old Level

BETTER SITUATION SEEN

Rate Advances Sharply During Depression Period—Insurable Worth Now More Closely Measured

NEW YORK, June 20.—Rejection rates on submitted business have been gradually improving for the last year and the percentage of business currently being declined by selection departments is practically back to the pre-depression normal. The biggest relative improvement has been in the financial side of underwriting in the number of declinations for overinsurance. Some of this is due to improved business conditions which tend more and more to bear out the previously unwarranted optimism of the applicants and some is due to applicants' getting a more conservative view as to their own insurable worth.

Effect of Depression Period

It has been the general experience of life companies that the declination rate goes up sharply during depression periods. Various theories are advanced for this, the most common being that agents are unable to find enough good risks and are tempted to submit cases that are less than Grade A on the long chance that maybe they will be accepted.

While the rejection rate rose decidedly during the late depression, underwriters are of the opinion that agents overestimated its actual increase. With business unusually hard to get it naturally seemed as if the companies were stricter than they actually were. Though the normal declination rate of a company was, say, 8 percent, its declination rate might have gone to 11 or 12 percent, but probably not more than this.

Moral Hazard a Factor

For some unexplained reason, declinations for moral hazard tend to rise the most, percentage-wise, during depressions. At the same time, it should be remembered that moral hazard declinations do not constitute a very large proportion of cases declined.

Most RFC Loans Repaid

WASHINGTON, June 20.—But slightly more than \$20,000,000 of government money loaned to insurance companies is now outstanding, it was disclosed by the Reconstruction Finance Corporation in its monthly report for May. Total loans to insurance companies, the RFC reported, reached \$89,519,494, but \$60,459,631 of this has already been repaid.

Moves Canadian Office

The Canadian head office of the Occidental Life of Los Angeles has been moved to London, Ont. J. W. Miller, who has been associated with the company for some 20 years, having resided most of the time at Winnipeg where the Canadian head office was located until 1933, has been appointed general manager for Canada, with G. C. Stevenson as assistant general manager.

S. C. Tweed, Waterloo, Ont., who was Canadian general manager for two years, has now become associated with the Universal Life & Annuity.

Illinois Code Hits Snags After Passing the House

OFFER SENATE AMENDMENTS

Rate Control Proposal Advanced Again—Amendment Submitted in Behalf of Lloyds

SPRINGFIELD, ILL., June 20.—The senate Tuesday night took up consideration of the proposed Illinois insurance code, adopted six amendments to be considered at an early date. The code remains on second reading.

The measure, which was passed by the house last week by a top heavy vote, appeared in the senate with 143 amendments tacked on to it, but the senate went right to work with more alteration.

Of the six amendments adopted, five are of a technical nature. The sixth offered by Senator Karraker, places London Lloyds under the supervision of the state department "so as to protect policyholders in Illinois" and requires maintenance of deposits in Illinois to allow the state to collect a tax on them.

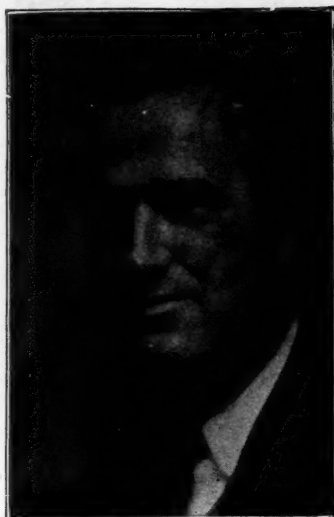
Insurance Director Palmer voiced fear for fate of the code because of the senate tendency to make changes.

"If these senate amendments are adopted," he said, "the code will have to go back to the house for concurrence, and there hardly is time for this because of the shortness of the session."

The legislature is scheduled to take sine die adjournment by July 1.

Of the 30 other amendments one is by Senator Searcy, calling for inclusion of a fire and casualty rating section in the code. This at present is provided in a separate bill pending in the legislature. The original code contained such a section, but it was dropped in the house when members in that branch refused to vote for the code if it remained.

Backed for High Office in National Association



ALEXANDER E. PATTERSON

Announcement is made this week that the name of Alexander E. Patterson of Chicago is being submitted to the nominating committee of the National Association of Life Underwriters for the position of vice-president at the meeting of the National Association at Des Moines this fall. Mr. Patterson is one of the best known agency operators in the country and his capacity for leadership is well recognized. The directors of the Chicago Association of Life Underwriters are undertaking to obtain a large number of endorsements of Mr. Patterson by various local associations, despite the fact that Mr. Patterson is now the only candidate.

Plan of Patterson Backers Announced

Chicago Leader Advanced for Vice-Presidency of National Agents Body

CONTEST IS ELIMINATED

Way Is Now Cleared for Election of Lester O. Schriver as President

The political situation in the National Association of Life Underwriters is cleared this week by the announcement that the directors of the Chicago Association of Life Underwriters have decided to place Alexander E. Patterson in nomination for vice-president of the National association instead of for president.

After the spirited contest last year at Milwaukee, in which Lester O. Schriver of Peoria, Ill., was nominated for vice-president by a margin of only one vote, there was much interest in what the plans of Mr. Patterson's backers would be this year. There has been a very pronounced tendency recently in the National association to eliminate contentious issues and political contests. There has been no movement and undoubtedly there will be none to challenge Mr. Schriver for the presidency and he is as good as elected.

The supporters of Mr. Patterson feel that he is the logical man for the vice-presidency. Although the old succession was interrupted when the constitution and by-laws of the National association were changed to provide for only one vice-president, instead of four as in the past, yet Mr. Patterson has been through the ranks that make him the logical choice for vice-president this year and he merits election for that reason, as well as because of his resourcefulness and capacity for leadership, the Chicagoans who are engaged in crystallizing sentiment in his behalf, believe.

Mr. Patterson is a past president of the Chicago Association of Life Underwriters. He served the National association as fourth vice-president in 1932, third vice-president in 1933 and was elected a trustee in Milwaukee in 1934. This year he is chairman of the program committee, which is a key position.

Mr. Patterson has been in the business since 1908, serving 20 years with the Equitable Life of New York with Edward A. Woods of Pittsburgh and as manager in New York City and Chicago. For the last seven years he has been general agent of the Penn Mutual in Chicago and New York City and is now located in Chicago.

P. B. Hobbs, manager in Chicago for the Equitable Life of New York, in his capacity as national committeeman is in charge of bringing the support of Mr. Patterson to a point.

"During his long and successful career in the life insurance business," Mr. Hobbs states, "Mr. Patterson has made numerous addresses in all parts of the United States before many local associations, and has always advocated and advanced the best interests of the profession. The Chicago Association of Life Underwriters feel that in offering and sponsoring the services of Mr. Patterson to the National association, they are making a real contribution to the conduct of national affairs and are confident Mr. Patterson will continue to benefit the business as a whole in this opportunity to serve the life insurance fraternity."

Givers Are Getters

Not all of the sharpness of competition is between Agents of different companies. Sometimes it is sufficiently strong within an organization to prevent that fraternal unity which, binding the producers together in amity, and sustaining loyalty to the General Agent, maintains Agency production at its highest capacity. One or two sharply selfish competitive members in an Agency can blight the finest morale.

One of our Detroit General Agents says of one of his men:

He also has the interest of the Agency at heart to such an extent that on his last Salary Savings case he split his prospect list five ways with others in the Agency, there being too many for him to see by himself, because on each there would have to be an evening call.

Some men—forgetting that usually givers are getters—would have grimly held tight such an over-large prospect list, lest someone else in the Agency should supplant him, wholly or partly, in the case.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. A. LAW, President

Independence Square

Philadelphia

Accident and Health Groups Hold Meetings in Detroit

AGENCY PROBLEMS FEATURED

C. W. Young Heads H. & A. Conference—W. Dwight Mead, Seattle, New President of National Association

By FRANK A. POST

Accident and health men from both the company and agency ranks gathered in Detroit last week for the annual meetings of the Health & Accident Underwriters Conference and the National Accident & Health Association. Problems of agency management were strongly featured at both meetings. The conference devoted one entire session to that subject, the topic of "Selection" being presented by J. W. Blunt, vice-president Monarch Life; "Recruiting" by A. N. Hepler, Jr., secretary-treasurer Income Guaranty; "Training" by W. G. Alpaugh, vice-president Inter-Ocean Casualty, and "Supervision" by E. B. Fuller, vice-president Loyal Protective, with extended discussion on each of these topics.

At the National association meeting presentations of their methods of agency building and agency management were given by W. Dwight Mead, Pacific Mutual Life, Seattle; A. M. Holtzman, Colorado Life, Denver, and E. H. Mueller, Pacific Mutual Life, Milwaukee, all of whom have received national recognition for their success as agency builders.

Strong Speakers at Conference

At the conference meeting, one entire session was also devoted to the discussion of legal problems in connection with accident and health insurance. L. U. Stone, junior vice-president Pacific Mutual Life, gave a very exhaustive review of home office management problems. Speakers from outside the conference ranks included Claris Adams, executive vice-president American Life, Detroit, who warned of a possible effort toward securing federal supervision over insurance if an amendment to the constitution such as was suggested after the Supreme Court NRA decision should be proposed and adopted; C. A. Rickerd, Detroit advertising agency head, who spoke on the human element in selling and the possible use of advertising in that connection, and J. W. Frazer, vice-president Chrysler Sales Corporation, Detroit. Commissioner J. C. Ketcham of Michigan gave the address of welcome. E. H. O'Connor, chairman of the Bureau of Personal Accident & Health Underwriters, and W. I. Morrow, Aetna Life, president International Claim Association, represented those organizations.

Young Is New President

Clyde W. Young, president Monarch Life, was elected president of the conference. George R. Kendall, president Washington National, was made chairman of the executive committee and thus put in line for the presidency next year. J. H. Torrance, Business Men's Assurance, was elected first vice-president; R. A. Brown, Inter-State Business Men's, second vice-president, and J. M. Powell, Loyal Protective, re-elected secretary.

Other headline speakers at the National association meeting were John A. Hill, field supervisor group and extension division Aetna Life "What Group Disability Insurance Can Do to Increase Your Income," C. W. Young, president Monarch Life, "The Man Power in You," J. C. Heyer, vice-president Commercial Casualty, "Protecting Income," and W. W. Morse, vice-president Federal Life & Casualty, "Changes." At the luncheon session Ernest W. Owen, Detroit manager Sun Life of Canada, gave his famous talk on "Thirteen Keys to Success."

W. Dwight Mead of Seattle was

1936 Chairman



S. T. WHATLEY

S. T. Whatley, vice-president of the Aetna Life, has been chosen as chairman of Life Insurance Week for next year. Mr. Whatley is an outstanding figure in the field of agency service. Before going to the head office he was Chicago manager of the Aetna Life.

Plans Completed for the Commissioners' Gathering

There will be a large number of insurance commissioners and company organization men leaving Chicago the evening of July 4 for Seattle to attend the annual meeting of the commissioners' convention, which will be held there July 9. The executive committee will meet the day before and there will probably be other committee meetings the same day.

On Tuesday morning Governor C. D. Martin of Washington, Chief Justice W. J. Millard of the Washington supreme court, and Mayor C. L. Smith of Seattle are scheduled to give addresses of welcome, the response being made by C. A. Gough of New Jersey, chairman of the executive committee. The afternoon of that day will be spent on a boat sight-seeing trip.

On July 10 there will be a business meeting, the speakers being Superintendent R. Leighton Foster of Ontario, his paper being discussed by Commissioner Knott of Florida; Commissioner W. A. Sullivan, the discussant being Commissioner J. S. Tobin of Tennessee. The afternoon will be given over to entertainment and in the evening there will be a dance at the Seattle Golf & Country Club.

All day Thursday will be devoted to an automobile trip to Mt. Rainier and Rainier National Park.

On Friday morning there will be another business session, the speakers being Commissioner Mortensen of Wisconsin with Director Palmer of Illinois discussing his paper; Commissioner McClain of Indiana, to have been discussed by the late Commissioner Riley of Mississippi. In the afternoon of that day there will be an executive session and officers will be elected. A banquet will be held in the evening.

On Saturday there will be a steamer voyage through San Juan Islands to Victoria, B. C.

elected president of that organization. He has been with the Pacific Mutual Life 20 years and has been very active in the National Association of Life Underwriters as well as the Accident & Health Association. The vice-presidents are H. A. Cunningham, Aetna Life, Cleveland, and W. A. Hopkins, Provident Life & Accident, Pittsburgh.

Commissioner Is Named as Detroit Life Receiver

MUTUALIZATION PLAN IS UP

Hope Is Set Forth That Some Scheme Can Be Evolved to Save Company

LANSING, MICH., June 20.—Naming of Commissioner Ketcham as receiver for the Detroit Life and disclosure by the commissioner that its present impairment is about \$3,000,000 marked the hearing in the Ingham county circuit court on the receivership petition of the attorney general. No definite proposals for a reorganization or for reinsurance were presented to the court at this time but assurance was given by Attorney General Toy, supplemented by the acquiescence of company counsel that the receivership is for the purpose of conserving policyholder and creditor interests and not to make way for actual liquidation.

Plans for reorganization or rehabilitation must be submitted to the court by June 27 for a hearing July 1, under Judge Carr's order. He authorized Commissioner Ketcham as receiver to pay all valid death claims, annuities, disability benefits and matured endowments on outstanding policies until further court action and to conserve the business by communicating with policyholders in an effort to forestall lapses. The company is to be conducted as a going concern, the order specified, pending reorganization or disposal of assets in such manner as the court shall approve. No policy loans are to be made or cash surrender values paid. Officials are restrained from disclosing the list of the company's stockholders.

Commissioner Presents Figures

Commissioner Ketcham said that the company showed an impairment of \$3,480,000 as of Nov. 30, 1934, but hazarded the opinion that rising real estate values have reduced this approximately \$500,000 since that time. Its difficulties are laid largely to its heavy investment in real estate in the Detroit area, both in actual properties and in mortgages and mortgage bonds.

Attorney Levin for the company objected constantly to the figures presented. He maintained that the R. F. C. appraisal figures of 1933 did not reflect actual valuations and contended the commissioner's showing was not a true picture of actual assets. The R.F.C. which loaned the company nearly \$1,000,000, now owns 97½ percent of the \$300,000 capital stock.

Present Management Efficient

The company contended that the present management, headed by John A. Reynolds, is efficient and has made a good record in view of the conditions encountered. The basis for the company's difficulties, he pointed out, was laid before the present regime took hold after purchase of the company in 1929 by the Moss interests of New Orleans. Mr. Levin said that the company has paid all death claims promptly, has met other matured obligations, and met demands for policy loans and cash surrender values for a considerable time. A general moratorium on the latter class of cash demands was in effect from the winter of 1933 until a few weeks ago and could be taken advantage of by all companies.

It appears certain that every effort will be made by the present management to persuade the receiver to approve a mutualization plan. President Reynolds has circularized the 22,000 policyholders since the receivership petition was filed, summarizing the financial position and setting forth a tentative mutualization proposal. Early returns from this poll, according to Mr. Reynolds, shows the policyholders favor the plan by an overwhelming majority. The proposal would permit policy-

Commissioner Geo. D. Riley Dies from a Sudden Stroke

GREATLY BELOVED OFFICIAL

Scheduled to Give Address This Week Before Mississippi Association of Insurance Agents

JACKSON, MISS., June 20.—George D. Riley, 62, Mississippi insurance commissioner since 1932, died yesterday from a stroke of apoplexy suffered Monday afternoon. He was unopposed for re-election in the Democratic primaries to be held in August. Deputy Commissioner Alice Dinsmore will serve pending appointment by Governor Conner of a successor who will hold office until Jan. 1, 1936. Several candidates are expected to announce immediately for Mr. Riley's post. Mr. Riley was a Baptist, and prominent in Masonic circles. He has been a local agent at New Albany, Miss., and had served one term as state auditor. He was largely instrumental in having Mississippi's model arson law enacted, and had been highly successful in obtaining convictions under this statute. He was widely popular, and his death caused a profound shock throughout Mississippi.

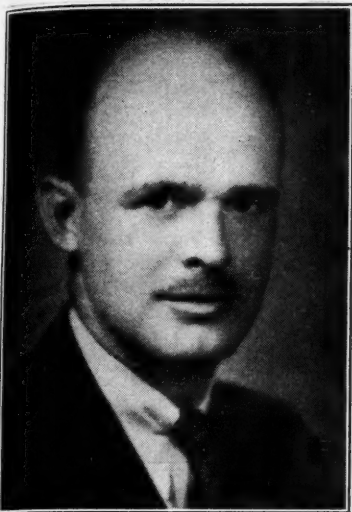
Scheduled to Give Address

Commissioner Riley was scheduled to give an address this week at the annual meeting of the Mississippi Association of Insurance Agents at Gulfport. He was on the program for the forthcoming meeting of the National Convention of Insurance Commissioners at Seattle, being assigned to lead the discussion of the address of Commissioner McClain of Indiana on "New Ideas in Insurance." Mr. Riley had made a name for himself in the insurance fraternity at large in attending commissioners' meetings by his quaint and picturesque manner, his wonderful repertoire of Negro dialect stories, his very amiable and genial personality. He was a man of profound emotions and was greatly beloved. He never failed to make a big hit when he spoke at banquets or meetings.

holders to continue their full protection at no increase in premiums but with cash value reduced to 40 percent. Under the plan an ordinary life policy for \$1,000, with a \$200 cash value, as an example, would be divided into two parts, with approval of the court. A lien of 60 percent on cash values would be imposed but no interest would be charged. The remaining 40 percent would be set aside as a \$400 policy with full cash value of \$80, bearing the same premium rate at the age of issue. The rest of the premium would be applied toward purchase of as much whole life insurance as could be obtained at the attained age, in most cases providing an additional \$400 coverage. Term insurance, for which no premium would be charged, would be provided to make the total coverage that called for in the original policy. For the time-being the remaining cash values would be frozen by a moratorium so that the cash position could be maintained.

Present at the hearing were representatives of the following life companies, regarded as prospective bidders for the company should it be decided to dispose of it through reinsurance rather than through a mutualization plan under the present management: Lincoln National Life, United Mutual Life of Indianapolis, Service Life of Omaha, North American Life of Chicago, and Life Assurance of America, Columbus, Ohio. The last-named company has put forward some definite reinsurance proposals within the past few months and has been most persistent in its efforts to take over the Detroit Life's business.

Takes Rochester Post



C. VERNON BOWES

C. V. Bowes of the Rochester, N. Y., agency of the New England Mutual Life has been appointed general agent there. He was born in Utica, N. Y., in 1896, and since 1924 has been in life insurance. The agency will continue in the Reynolds Arcade.

Bankers Life & Casualty Receivership Is Requested

The Bankers Life & Casualty, an assessment life company of Chicago, has been ordered to show cause why a receiver should not be appointed.

M. E. Daniels has been the main factor in the company. He is the one that promoted the Sheridan Life of Evanston, Ill., which was subsequently taken over by the now defunct Cosmopolitan Life of Chicago.

The attorney general, in behalf of the insurance department, charged among other things that the books were not properly kept, that funds were intermingled with those of the Sheridan Investment Company and the Underwriters Limited; that false statements were given to examiners, that books were falsified. The department charged that no receipts or vouchers were procured for traveling expenses, most of which were paid to Daniels. Checks for rents were made payable to Daniels, the department charged. There were checks paid to Harrison Parker, a famous operator of Chicago, with no indication of the nature of his services. A check was drawn payable to a utility service at 838 Galt avenue, which is the home of Daniels, according to the bill. Twenty-two of the agents that produced business for the Bankers Life & Casualty were not licensed, the department charged. A guarantee fund was not properly established and there was a decrease in the guarantee fund, contrary to statutes. Assets are given by the department as \$3,199 and liabilities \$3,830. The department charged that the company had less than the 500 members that are required.

In a hearing before the insurance department some time ago, Mr. Daniels was asked about the nature of the services of Harrison Parker.

"Mr. Parker," Daniels declared, "had an idea that by going out with a new psychology in selling life insurance that he could put over a big volume of \$500 non-medical policies. We opened an office for him and G. E. Tobey in the Pure Oil building and I kept them at it two months and that fell down and the money that was paid to Parker was paid for that work and the attempt to establish agencies throughout the state."

Daniels later stated that Parker had not sold a nickel's worth of business in 10 weeks.

U. S. Life Field Force Meets Combined Official Staffs

PRESIDENT MOIR AT THE HEAD

Enthusiasm Engendered at Conference of Agents Following Merger with Brooklyn National Life

NEW YORK, June 20.—Officers, agency heads and agents of the United States Life held their first general sales conference since merger with the Brooklyn National Life under the title of the United States Life.

Mansfield Freeman, new chairman of the board, outlined the present set-up and future plans, emphasizing that controlling interests are men of insurance experience. A company's moderate size need be no bar to its progress, he emphasized. He cited development of the Asia Life, of which he is president, as a case in point.

Explains Policies, Rate Book

B. S. Graham, Jr., vice-president in charge of production of the merged companies, spoke on policies, rate book, sales literature and the like. The new rate book is the result of efforts to include the best policies of each company. Actuary A. C. Webster gave a detailed explanation of the family protection and retirement annuity contracts. G. M. Selser, assistant secretary, spoke on selective prospecting, stressing desirability of determining the probable insurability of prospects before devoting much time to them. G. C. Wells, American Agencies Association, a former general agent in New York City of the Provident Mutual Life, spoke on the opportunity for agents with the United States Life.

President Moir Officializes

President Henry Moir was toastmaster at the luncheon. He read a passage from a directors' meeting of nearly 85 years ago, indicating the company's long history of fair-minded dealing with policyholders in disputed claims.

There were pledges of loyalty to the new organization from General Agents W. H. Chapman, Emanuel Dash and Edmund Ely, the two latter formerly having been with the Brooklyn National. Other luncheon speakers were Dr. H. A. Pardee, medical director; W. L. O'Connell, associate medical director, and G. W. Hubbell, vice-president and secretary.

P. R. Danner, assistant secretary, who has had a number of years' experience selling life insurance in the Orient, told interesting incidents of his stay there, indicating sales strategy has many points of similarity the world over.

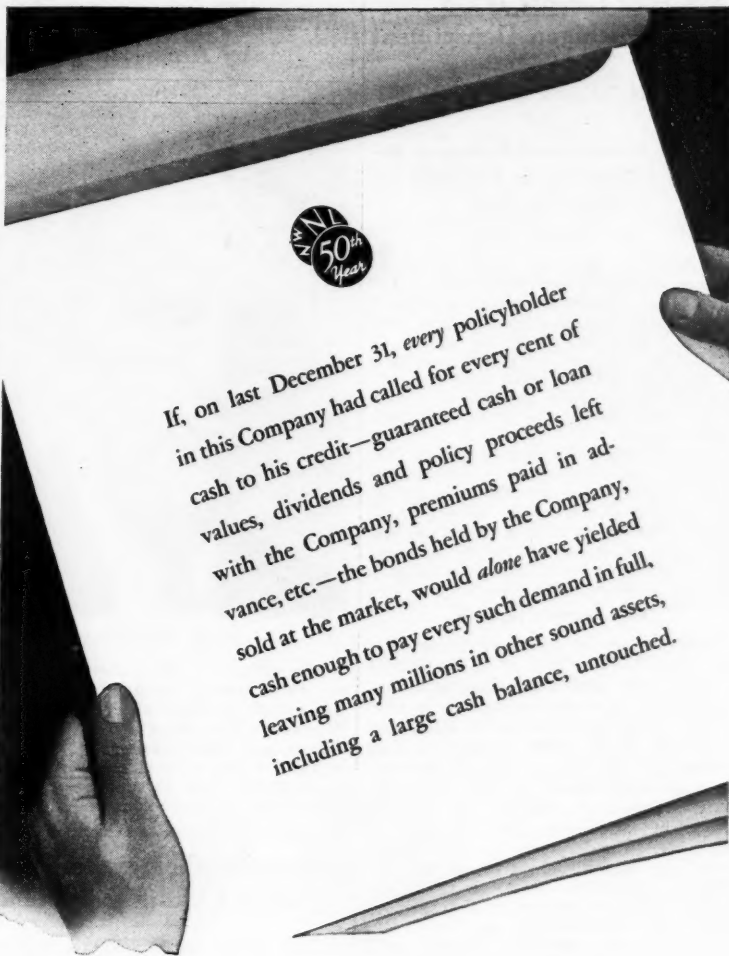
Field Men on Program

W. H. Chapman, general agent, spoke on life insurance as an investment. Albert Amateau, Beardslee agency, stressed importance of systematic prospecting, laying out the city in districts to save time-wasting travel. Manager O. M. Ball spoke on income continuance and gave an actual sales talk. L. C. Thompson, field supervisor, was the closing speaker.

In the list of officers of the merged companies printed in the June 14 issue of THE NATIONAL UNDERWRITER, the name of G. W. Hubbell, vice-president and secretary, was inadvertently omitted. Mr. Hubbell has been with the company more than 40 years.

Archie M. Henry General Agent

Archie M. Henry has been appointed general agent by the Mutual Trust Life in Bay City-Saginaw (Michigan) territory with headquarters at Bay City. He has lived in the heart of the territory most of his life. He was county superintendent of schools of two counties, for the last 10 years being in life insurance work. Mr. Henry for five years has done supervisory work for the Mutual Benefit Life.



If, on last December 31, every policyholder in this Company had called for every cent of cash to his credit—guaranteed cash or loan values, dividends and policy proceeds left with the Company, premiums paid in advance, etc.—the bonds held by the Company, sold at the market, would alone have yielded cash enough to pay every such demand in full, leaving many millions in other sound assets, including a large cash balance, untouched.

HALF way across the continent from the Eastern seaboard, where the traditions and wisdom of old England were first transplanted to American soil, there has grown a financial community and an institution characteristic of the best of those traditions.

When a storm comes, the strength of a house is tested. During the depression, Minneapolis as a community has been financially extremely stable and solid . . . and the record of Northwestern National Life has been unique, even among life insurance companies. Between 1929 and 1935 NWNL assets increased 33.1% as compared to an increase of 24.7% for all companies; insurance in force increased 10.7% as compared to a decrease of 5.4% for all companies. The statement at the

top of this page indicates the Company's extraordinary strength and stability—a condition which prevailed throughout the period of the entire depression.

Upon this sound foundation, NWNL begins to build for a second half-century. Impartial life insurance experts have found in the Company's annual statements evidence that this second half-century will be comforting and profitable to NWNL policyholders. Here is a good place for part of your insurance. Your savings will be truly "Invested for Security."



NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

STRONG

O. J. ARNOLD, President

MINNEAPOLIS, MINNESOTA

LIBERAL

In this manner the readers of TIME, the weekly news magazine, recently were told of the excellence of Northwestern National Life's financial position. This advertisement is one of several being run this year in TIME for the benefit of NWNL representatives.

Counsellor License Is Up in Michigan Department

ISSUE ON THARP IN DETROIT

Insurance Commissioner Refuses to Re-issue a Certificate on Complaint of Many Life Men

LANSING, MICH., June 20.—Life men of Michigan are interested in the case of B. G. Tharp of Detroit, self-styled "life insurance counsellor, auditor and analyst," who has been the object of attacks by a number of Detroit life men on account of his alleged adjusting activities. He has been denied a life counsellor's license by the state insurance department.

Commissioner Ketcham's action followed a hearing which extended through three long sessions and was attended by life men and officers of underwriters' associations. The refusal to extend the certificate is likely to result in mandamus action to test the department's right to assume such a position.

Had Trouble in Ohio

Tharp came to Michigan some time ago from Ohio where it was admitted he had been denied an agent's license on grounds of misrepresentation in connection with his activities in Cleveland in behalf of the Pure Protection Life of that city. In coming here he launched an aggressive attack on old line companies, obtaining a license as a counsellor in Michigan. He prepared a brochure, "Inside Facts of Life Insurance," in which he portrayed various forms of insurance as unfair to policyholders with the exception of term coverage. He characterized the large companies as huge parasites feeding on a credulous public. He reproduced news stories regarding the moratorium during the tragic time of the depression and was caustic in illustrations of the companies' actions in this regard.

In the hearing, evidence was presented to attempt to prove that Tharp in numerous instances had analyzed the policies of Detroit people, had advised the abandonment of their regular policies, recommending that they be cashed in and term policies purchased. He told the department that his only remuneration came from the fees charged, they being \$2 for each \$1,000 of insurance with a minimum of \$25.

Tharp admitted his difficulties with the Ohio department but made no defense of his activities in that state. Following the three hearings examiners from the state department had been studying evidence and making further investigation. The commissioner's order denying a renewal of license points out that the testimony "discloses Tharp is not a proper and fit person to engage in the business of auditing or abstracting policies of life insurance or annuities or giving or affording any advice, counsel or opinion with respect to benefits promised under any policy of life insurance or annuity issued or proposed to be issued by any company authorized to transact the business of life insurance in this state."

Leader in Industrial Insurers Group Is Dead

BIRMINGHAM, ALA., June 20.—W. R. Lathrop, secretary-treasurer of Southern Life & Health of Birmingham, died Tuesday morning at his home. He had been a resident of Birmingham 25 years, coming from Sceneca Falls, N. Y. He was a graduate of Lehigh University.

Mr. Lathrop had for many years been one of the outstanding figures in the Industrial Insurers Conference. He served as its secretary in 1919-20 and president in 1923-4 and had been especially prominent in all of its meetings and activities up to the time of his death.

Monthly Income Drive by American Central



H. M. WOOLLEN

The agents of the American Central are in a unique production campaign this month in honor of President H. M. Woollen. The objective is service for clients and beneficiaries, and the field men are trying to gain a new record for cases written and percentage of volume on policies calling for monthly income.

Selling Psychology Taken Up in Chicago Life School

One of the most elaborate and successful training courses ever conducted by a life insurance agency has just been concluded by agencies affiliated with the One La Salle office of the Northwestern National Life in Chicago. The advanced school was started Feb. 20 under direction of W. N. Stafford, home office representative in Chicago, the faculty including H. D. Hoffman, supervisor; P. L. Rohrer, research and consulting psychologist; W. R. Jenkins, consulting sales research engineer, and other specialists. Examinations were held on vocational interest as related to life insurance, general intelligence, personality adjustment, ability and creative imagination, students also being given individual suggestions for improvement based on work done and examinations.

Mr. Rohrer lectured on importance of habits in selling insurance, psychology of prospecting, using telephone for prospecting, function of creative imagination, motivation, major causes for success or failure, creating constant attitude and other allied subjects. Mr. Jenkins introduced the Northwestern National's "guide-book" and sales portfolio. Messrs Stafford and Hoffman discussed prospecting, interview, feature analysis and key facts, case analysis, etc.

The advanced school is one of a series conducted by the Chicago staff corresponding to grade school, high school and college in the art and sciences of selling life insurance.

The Chicago area agencies hold their first field day this week at the Cary Country Club northwest of Chicago.

Now Loaning on Residences

For the first time in 25 years, the Northwestern Mutual Life is entering the residence side of the mortgage loan field and announces it has decided to make mortgage loans on suitable residences in Milwaukee. Whether it will eventually make residential loans in other cities has not been decided. In the past, the Northwestern Mutual has made loans only on farms and centrally located business properties in various parts of the United States. The residential loans will be made at 5 per cent, with no commission or service charges.

C. W. Helser Is Sentenced to Colorado Penitentiary

O'HANLON ALSO TO DO TIME

Two Officials of the American Life of Denver Are Charged With Swindle

DENVER, COLO., June 20.—C. W. Helser, former president and director of the American Life, and N. J. O'Hanlon, former vice-president and director, have been sentenced to the state penitentiary by Judge Bock for their parts in the widely-publicized swindle consummated with the American was purchased in May, 1934. Mr. Helser was given a five-to-seven year sentence on each of the two counts on which he was convicted, the terms to run concurrently. His younger associate was convicted on one count, receiving a three-to-five years sentence. Mr. O'Hanlon showed little emotion when the judge announced the sentences, but Mr. Helser appeared to be quite badly shaken.

New Trial Is Denied

The sentences were passed after a motion for a new trial, argued all day by defense and prosecution, had been denied. In his denial, Judge Bock termed Mr. Helser as the "guiding spirit" in the conspiracy to loot the company, and declared that, in the last 50 years, the American public has relied greatly on life companies for protection and it is important that their financial integrity be carefully guarded. Mr. O'Hanlon made no comment either before or after the sentences were passed. Before the terms were read, Mr. Helser declared that he had committed no crime, and later said he has confidence that justice will be done.

A 30 day stay of execution and 60 days to file a bill of exceptions so the case can be carried to the supreme court for review were granted. Mr. Helser's bond was fixed at \$7,500 and Mr. O'Hanlon's at \$5,000. Mr. Helser is already under \$25,000 bond and Mr. O'Hanlon is under \$10,000. F. A. Heath and E. W. Larson, who were accused jointly with the three, testified as state witnesses during the trial but have not as yet been tried on the charges.

St. Louis Actuaries Elect

R. G. Diepenbrock of the State National Life was elected president of the Actuarial Club of St. Louis at the annual meeting. He succeeds E. L. Faith, General American Life. Other new officers are: Vice-president, Miss Anna Marie Lyle, General American Life; secretary-treasurer, Miss Delores K. Drew, General American.

A. A. Alexander, an attorney, spoke on "Does the World Owe Me a Living."

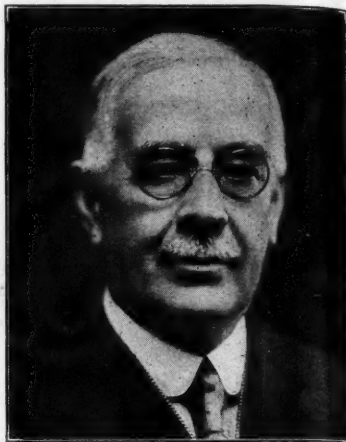
Paul S. Nelson to Columbus

Paul S. Nelson, agency manager of the Reliance Mutual Life, Chicago, for three years, has been appointed in the life department of the Town & Village agency of Columbus, O., and Aug. 1 will move to that city to do field and supervisory work. The agency for some two years has represented the Girard Life as state agent, having jurisdiction over all but Cuyahoga county in which Cleveland is located. Mr. Nelson formerly was connected with the Illinois insurance department for three years, then for over two years was in the Mutual Trust Life's underwriting department.

Charged with Swindles

Two agents of the Metropolitan Life and five Negroes have been arrested at Memphis, Tenn., by the postal authorities in connection with sizable life insurance swindles. The ring is charged with collecting death claims on living policyholders.

A. S. Caldwell Dies at His Daughter's Atlanta Home



A. S. CALDWELL

ATLANTA, GA., June 20.—Albert S. Caldwell of this city, former insurance commissioner of Tennessee, former president of the National Convention of Insurance Commissioners, and its secretary following his presidency, died at the home of his daughter, Mrs. Langdon C. Quinn of this city, Saturday, following a stroke of apoplexy. He was 71 years old. He had been in very good health and the stroke came suddenly. Mrs. Caldwell died in 1930. They maintained a home on Signal Mountain, Tenn., and when Mr. Caldwell was insurance commissioner he spent almost all the week ends at Signal Mountain. Their daughter, Mrs. Quinn, is the wife of the well known Atlanta general agent.

Mr. Caldwell was born in Shelbyville, Ky., but spent almost all his life in Chattanooga. He was in the clothing business there with his father for a number of years. In 1891 he became general agent of the Prudential Life at Knoxville, Tenn. He returned to Chattanooga and helped organize the Volunteer State Life and became its vice-president. Ten years later he resigned and became vice-president of the Provident Life & Accident of Chattanooga. He was appointed Tennessee commissioner in 1923 and held the office until 1932, being one of the outstanding state officials of the country. He was elected president of the National Convention of Insurance Commissioners in 1928 and secretary in 1930. He was chairman of the board of the First Christian Church of Chattanooga for a number of years. Mr. Caldwell was a man of sterling character, having definite views and did not hesitate to express them.

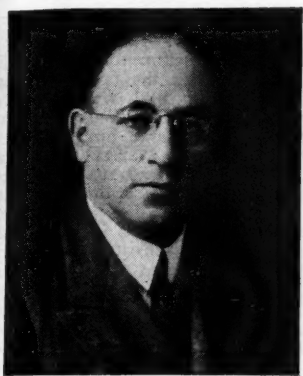
Estimate Over 1,000 Are Taking the C. L. U. Tests

More than 1,000 men and women were estimated to be taking the C. L. U. examinations this week in upwards of 90 universities and colleges. The quiz started Thursday and is to continue through Saturday. Last year 688 took the examinations.

There were 64 reported taking the exams in Los Angeles; in Chicago about 80, and in New York City around 70. In Chicago there were 55 persons taking the exams who never had taken any of the sections previously. Very few individuals were attempting all five parts of the C. L. U. quiz in one session.

The examinations end intensive study throughout the year by an estimated 2,500 persons, this figure being given by the American College of Life Underwriters. There were 104 study groups in the country and 68 university courses on C. L. U. subjects. There were a number of cram courses in the last week or so conducted in larger centers.

Heads Division



HENRY REICHGOTT

Henry Reichgott, who became well known as an executive of the old Missouri State Life and its successor, the General American, is now head of the division of the group department of the Equitable Life of New York, having to do with accident and health coverage. Mr. Reichgott is a Yale man and started in insurance in the Travelers actuarial department.

Policy Can't Be Bought on Approval, Court Decides

Superior Judge Pinanski of Massachusetts has dismissed the suit in equity brought by the Foxboro Company in 1933 against eight life companies to cancel \$1,745,000 insurance issued earlier that year upon the lives of two of the younger officials of the Foxboro Company, and to recover \$43,255, the first annual premiums paid by it for this insurance. The companies were: Berkshire, Connecticut Mutual, Home of New York, John Hancock, National Life of Vermont, New England Mutual, Penn Mutual, and State Mutual.

The Foxboro Company claimed that the broker involved was the agent for all of the companies and relied upon an alleged agreement by him to refund all or such part of the premiums on insurance which the Foxboro Company might not care to retain.

The judge found that the broker was the agent of the Foxboro Company and that the agreement between him and this company was for a refund of premiums only in the event that the Foxboro Company was able to prove that he had made misrepresentations in the sale of the insurance. As no such misrepresentations were claimed or proved, the judge found in favor of the insurers and of the broker.

"A soliciting agent," the court ruled, "whether a sub-agent or general agent, has no authority to override the terms of the application and policy by promising in behalf of the insurance company that the policy which is already paid for and in force, shall be delivered subject to a condition that the policy may be returned at the option of the beneficiary and in that event that the premiums will be paid back."

He found that the insurance was issued in good faith and in the usual course of business, and not in pursuance of a "scheme" or "plan," as charged by the plaintiff. He found there was no lack of insurable interest and that the contracts were entered into by all of the parties, not for the purpose of speculating on the hazard of lives, but that it was a reasonable proposition considering the relations of the applicants to the Foxboro Company.

Writ for Public National

JEFFERSON CITY, June 20.—A writ secured by attorneys for the Public National Life has delayed a hearing by the Missouri insurance department into the affairs of the company. About a

year ago the Public National changed from the stipulated premium plan to an old line legal reserve basis and increased its capital stock. The Missouri securities department recently declared the company's action in making this change illegal and void and that the sale of stock was illegal. The company obtained the writ to prevent this interference.

Exhibits Committee Named

S. A. Swisher, Jr., president of the Life Advertisers Association, has announced the personnel of the exhibits committee for the annual convention at the New Ocean House, Swampscott, Mass., Sept. 30-Oct. 2. S. M. Gamble, director of sales promotion, Massachusetts Mutual Life, will be chairman and he will be assisted by Clifford Elvins, advertising manager Imperial Life of Canada, and T. M. Rodlun, advertising manager Acacia Mutual Life.

Texas Mutual Men Elect

J. L. Dickinson of Navasota was elected president of the Texas Association of Mutual Life Officials at the annual meeting in Mineral Wells. Four vice-presidents were chosen and J. W. Petterson of San Angelo was elected secretary. The 1936 meeting will be held in San Antonio.

Shuts Off All Litigation Against Pacific States Life

DENVER, June 20.—District Judge McDonough has signed an order enjoining any one from interfering in any manner with the liquidation proceedings of the Pacific States Life.

The petition was filed by Frederick Standart, deputy commissioner in charge of liquidation. It stated policyholders, creditors and others are bringing suits and are threatening suits, garnishments and attachments and are also threatening to have writs of execution issued on judgments already obtained.

In addition it asked that all be enjoined from doing any other act which interferes with liquidation the company or property formerly owned by the firm, other than to file claims with Mr. Standart or the court and to have these rights adjudicated.

The court gave an order whereby the law firm of Dimes, Dimes & Holme will be paid \$833 a month for services. An order was given to permit investment of funds not currently needed for liquidation in federal securities. A fourth order was issued on a petition for the payment of \$12,570 which the Pacific States owes the Reconstruction Finance Corporation. Under this petition, Mr.

Standart will be able to withdraw and liquidate \$62,197 in farm notes and mortgages and other securities which have been deposited with the RFC.

Orders were given for the sale of property owned by the Pacific States, this being for land and water rights in Costilla county, Colorado; for the sale of Semper apartments and Lynwood apartments in Denver; and another piece of property in Denver, on which taxes have not been paid since 1929. There are mortgages amounting to \$62,000 on the two apartments.

Deny First American Pact

An order was given for a petition by Mr. Standart to deny the validity of a reinsurance agreement said to have been reached with the First American of Nebraska. The petition stated that the Nebraska company claims to be the reinsurer of policies originally reinsured by the Chicago National in June, 1932. The First American claims its agreement was reached April 8, 1935, a part of this agreement being that the Pacific States would pay a fee of 5 percent on all renewal premiums before the 10th of the month following collection. The petition was granted on Mr. Standart's claim that the agreement was never approved by the board, policyholders or the Colorado department.



You will remember that Topsy, in Uncle Tom's Cabin, stated she was not born—"she just grewed".

We believe that too often Life Insurance has relied on that same process in the creation of General Agents.

We do not believe, however, that General Agents just grow. We believe they must be made.

Why we believe this and our own definite procedure for the making of future General Agents for this Company is set forth in a booklet, "The Making of a General Agent", printed primarily for the information of those members of our own organization who are interested in future agency work.

If you should like to see a copy we should be delighted to send it upon request.

ADDRESS C. C. FULTON, JR., AGENCY VICE PRESIDENT

HOME LIFE INSURANCE COMPANY • 256 BROADWAY • NEW YORK

Ethelbert Ide Low,
Chairman of the Board

James A. Fulton
President

BEHIND
THE
WILL TO WIN
IN
RELiance LIFE

**TANGIBLE EVIDENCE
OF COMPANY SUPPORT**

Reliance agents are not sent into the field with a rate book and a pat on the back. Behind this veritable army which spreads from coast to coast is tangible evidence of Company support.

There is a well-organized system of sales assistance for Reliance representatives. It includes an effective training course, standardized sales interviews, an outstanding pre-approach, advertising service, follow-up direct mail, visual presentations, a comprehensive insurance analysis service, continuous sales promotion and competitive features, national and regional sales conferences, periodic contact with policyholders, policyholders' service, and national advertising and publicity.



RELiance
LIFE
INSURANCE COMPANY OF
PITTSBURGH

**Mortensen's Term Expires
Soon, Reappointment Seen**

MADISON, WIS., June 20.—With the expiration of the four-year term of H. J. Mortensen, Wisconsin insurance commissioner, on June 30, there is speculation as to whether he will be reappointed by Gov. La Follette. Mr. Mortensen was appointed during the governor's previous term in 1931, as successor to Milton Freedy. In politics Mr. Mortensen has been a La Follette Progressive but there have been some rumors that all has not been well between the two men, no doubt due to reports that Mr. Mortensen had higher political aspirations since appointment as insurance commissioner. As far as can be learned at this time there is no serious breach and it is considered probable that Mr. Mortensen will be reappointed. A number of La Follette Progressives are believed to be making a bid for the job but nothing tangible can be learned.

During Mr. Mortensen's term there has been a constant attempt to enlarge the activity of the Wisconsin state fund, with representatives of the department appearing at city council and county board meetings to secure the business on properties owned by governmental units for the state fund. In some cases this has been successful, while in others the local agents were successful in retaining such business. Nothing much has been done in developing the limited state life insurance fund.

During the present session of the legislature numerous bills affecting all forms of underwriting have been sponsored by the department. Mr. Mortensen has been sympathetic towards mutuals but also has declared himself as interested in keeping Wisconsin business for local agents in the state. He has opposed granting large increases in compensation rates requested by companies but did allow increases based on what he considered reasonable increases in costs of underwriting and losses.

Mr. Mortensen is planning to attend the meeting of the National Convention of Insurance Commissioners in Seattle early in July and has a place on the program. Therefore, it is assumed that he has some assurance at least that he is not to be replaced immediately his term expires.

Nebraska Institute Meeting

The Nebraska Insurance Institute elected Clyde James, secretary of Midwest Life at Lincoln, president and Irene Good, of the American Annuity of Omaha was named secretary-treasurer. The institute held its annual picnic at Ashland, Neb., city park. About 35 attended. Forrest Estes, assistant actuary of Bankers Life of Lincoln, was chairman in charge of arrangements.

C. J. Schultz Is Secretary

The directors of the Federal Reserve Life, Kansas City, Kas., have elected C. J. Schultz, chief underwriter for the past six years, secretary to succeed W. B. Irons, who resigned to go with the New England Mutual at Portland, Me. Mr. Schultz was for six years associated with the Farmers National Life of Chicago as chief underwriter, office manager, etc. He entered the life insurance business with the Illinois Life in the renewal department, where he was for a year before going with the Farmers National.

Set Records in Campaign

The 21-days "Founder's Day" campaign, commemorating the 45th anniversary of the Woodmen of the World, Omaha, ended with writing \$18,938,250 new insurance, President De E. Bradshaw announces. This was a record. A new high mark for single day was set on the final day when \$7,054,750 new business was received.

**Decisions Give Policyholder
Broad Control of Proceeds**

Weight of court decisions in life insurance cases involving the question of insurable interest definitely is that the policyholder who pays his own premiums owns his policy and can do with the proceeds as he wishes, H. J. Hornberger, actuary of the Great Northern Life of Chicago, told the Home Office Life Underwriters of Chicago in leading off a discussion on the subject at the June meeting. Courts are holding uniformly that blood relationship or other close ties are not pertinent factors in naming a beneficiary.

There even have been a number of decisions denying to a widow proceeds of life insurance on her husband when the beneficiary had been changed from her to another woman, in some cases merely a sweetheart with no insurable interest as defined in the past.

The real complications on the question of insurable interest arise, Mr. Hornberger said, in cases where the policyholder does not pay the premium, such as children insurance, insurance on non-self-supporting women, corporation and partnership insurance, policies taken to pay estate taxes, etc. Although the latter cases fall in certain types, the facts are not the same in any two instances and these cases must be treated independently in the underwriting department, Mr. Hornberger said. Selection of risks involving the insurable interest question nowadays depends largely upon such considerations as moral hazard, public policy, etc.

R. Anderson of the Central Life of Illinois, who recently was elected president, was in the chair.

New York Life Ohio Meeting

The Columbus, O., district of the New York Life held a meeting there Tuesday under the direction of W. P. Stagg, agency manager. On the program were L. Seton Lindsey, vice-president; R. L. Bowen, Ohio superintendent of insurance, and M. B. Flood, Pittsburgh, inspector of agencies. The affair marked the close of a six-month contest in the Columbus area and also the 90th anniversary of the founding of the company. There are 32 counties in the Columbus district and more than 100 attended the meeting.

Wallace Elected President

William Wallace, who for nine years has been actuary of the Carolina Life, has been elected president of the Palmetto State Life of Columbia, S. C. He succeeds J. M. Walker, who has resigned.

Smith Goes to Grand Rapids

F. M. Smith who for the past five years has represented the Michigan Life as general agent at Ithaca, Mich., has been appointed agency manager in charge of the Grand Rapids, Mich., office.

**May Life Sales Decline
7.5 Percent, Gain for Year**

NEW YORK, June 20.—New life insurance production for May declined 7.5 percent. For the first five months the cumulative total was 2.5 percent ahead, the Life Presidents Association reports. May new business of all classes totaled \$732,188,000 against \$791,544,000 for May, 1934—a decrease of 7.5 percent. New ordinary amounted to \$466,634,000 against \$524,542,000, a decrease of 11 percent; industrial \$215,323,000 against \$226,013,000—a decrease of 4.7 percent, group \$50,231,000 against \$40,989,000, an increase of 22.5 percent.

For the first five months, the total new business was \$3,779,050,000 against \$3,687,197,000 last year, an increase of 2.5 percent. New ordinary amounted to \$2,528,933,000 against \$2,422,808,000, an increase of 4.4 percent; industrial \$1,084,044,000 against \$1,068,410,000, an increase of 1.5 percent; group \$166,073,000 against \$195,979,000, a decrease of 15.3 percent.

RESEARCH BUREAU ANALYSIS

The Life Insurance Sales Research Bureau's state-by-state analysis of new ordinary business shows that all sections of the country participated in the 15 percent decrease in business for May with the exception of mountain states, where May sales were just equal to those of May of last year. Sales for the first five months for the entire country were 3 percent ahead of the same period last year, also business for the year ending May 31 was 5 percent ahead of that for the year ending May, 1934.

Hold Biennial Convention

The biennial session of the Protected Home Circle was held in Cleveland, nearly 800 members and guests attending. National officers were presented, including President S. H. Hadley and Vice-president J. A. McLaughry both giving talks. A banquet was held the final day.

Society Can't Write Insurance

INDIANAPOLIS, June 20.—The Indiana supreme court has sustained a decision of the circuit court in Indianapolis, which issued an injunction prohibiting the National Colored Aid from writing insurance. The society was incorporated under the old 1889 "not for profit" corporation law and, according to the charges, was operating illegally as an insurance company. Insurance laws also have been strengthened since the case was started and organizations of this class can not now operate as insurance companies.

Alfred M. Best Now a Colonel

Alfred M. Best, the insurance publisher, has been made a colonel on the staff of the Kentucky governor.

INSURANCE LAW SECTION PROGRAM

The insurance law section of the American Bar Association will hold its annual meeting in Los Angeles with Frank C. Haymond, chairman, presiding. It starts July 15. Commissioner Carpenter of California will give the address of welcome. Frank E. Spain will give the report on health and insurance laws. V. J. Skutt of the Mutual Benefit Health & Accident of Omaha will talk on "Rescission of Policies in Equity for Fraud." Thomas B. Gay, chairman of the life insurance law committee, will give a report. L. O. Hocker of St. Louis will talk on "Federal Declaratory Judgment Act—Its Application to Life Insurance." W. L. Clark, chairman of the special committee on amendments to the proposed insurance code, will report. K. H. Mowbray of the University of California, department of economics, will talk on "Unemployment Insurance

—Its Possibilities and Limitations."

On the evening of the first day will be the banquet with Chairman Haymond as toastmaster. Roderic Olzen-dam, research director Metropolitan Life at its head office, will talk on "Economic Security Legislation." Frank J. Hogan, attorney of Washington, D. C., will speak, as will J. G. Sweet of San Francisco on "The Moving Pictures as a Fraud Detector."

On the morning of July 17, H. C. Spencer, chairman of the committee on qualifications and regulation of insurance companies, will give his report. H. D. Van Duser of Rochester, N. Y., will give a paper on "Privileged Communications." T. M. Bailey, chairman of the committee on unauthorized insurance companies, will report, as will A. G. Powell, chairman of the special committee on federal interpleader legislation.

Will Make Special Appeal to Those in Rural Areas

NEW COMPANY AT NASHVILLE

Consolidated Life's Plan Was Devised
by Vice-President and Actuary
James H. Washburn

NASHVILLE, TENN., June 20.—The Consolidated Life of Nashville which recently was licensed in Tennessee was organized primarily to write insurance in smaller cities and rural communities. The policies will range from \$100, \$200 and \$300 to \$1,000. Inspection, but no physical examination, will be required for policies under \$500. They will be on the whole life and term plan.

Policies are to be paid for on the monthly basis. The premiums of the Consolidated Life, while low, are actuarially sound.

Agents Being Appointed

Agents are now being appointed in Tennessee under an arrangement whereby each one is permitted to purchase stock in the company. The capitalization is 1,500 shares of preferred stock of \$100 par value selling at \$150 per share, and 1,500 common shares of no par value selling at \$100 per share.

To date \$3,500,000 of insurance has been contracted for but none is in force at the present time. The Consolidated Life expects, however, to begin writing business in the near future. As it becomes established, new lines of insurance will be developed. Its head office is located in the Harry Nichol building, Nashville.

G. M. Fisher, the president, is president of the Memorial Park Development Company. L. Barrere, secretary and treasurer, is president of the Natural Gas Syndicate of Tennessee. James H. Washburn, vice-president and actuary, is the chief insurance man of the company. H. R. Ligon is vice-president in charge of agencies, he having been formerly in business at Lebanon, Tenn. W. J. Bethurum, vice-president, is a business man of Franklin, Tenn.

Vice-President Washburn's Career

Mr. Washburn's business career began in the actuarial division of the Metropolitan Life where he remained for 11½ years. Since passing his examinations as actuary, he has done considerable consulting work of various types. In 1906 he became actuary and assistant treasurer of La Latino Americana Life of Mexico City and remained there until the revolutionary troubles obliged his return to the United States. Since that time he has done considerable consulting work, including setting up of what is reported to be the first and only industrial life company in South America at Rio De Janeiro. He did the work for a Havana company.

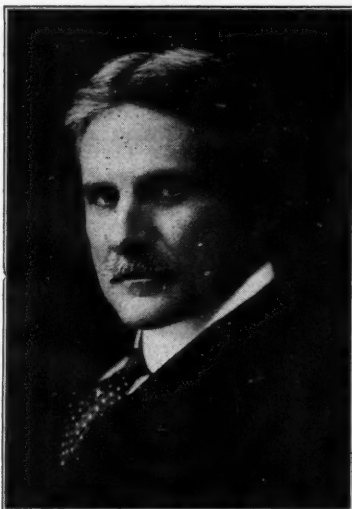
While in Mexico he was appointed on a committee of three which met each day for five months to recommend the formulation and codification of the present insurance laws of Mexico modeled, to a large extent, on those of New York, most of which are now on the statute books of that country.

Special Work for National L. & A.

In 1922 Mr. Washburn was called to Nashville to do some special work for the industrial life department of the National Life & Accident. He made much of its equipment in the line of industrial policies, rates, non-forfeiture values and accompanying details. He was recalled to that company during the latter days of 1934 for other special work.

In 1931 La Latino Americana Life engaged Mr. Washburn to equip it with a number of policies including seven for its ordinary department, two for its proposed industrial department and two policies for its personal accident department, the inauguration of which he advised and supervised. Its industrial department has not yet been opened. He

Leader Dead



JONATHAN K. VOSHELL

BALTIMORE, MD., June 20.—Jonathan K. Voshell, manager of the Metropolitan Life in Baltimore, died this week after an illness of several months. He was one of the best known insurance men in this section, starting with the company as an agent in Philadelphia when he was 16, and when 21 was appointed manager of the Providence, R. I., branch. Later he was transferred to Pittsburgh, and came here in 1903 from Brooklyn, N. Y.

Although a life-long Republican Mr. Voshell held several political offices under Democratic city administrations and was one of the directors of the Maryland presidential campaign of former Governor Alfred E. Smith of New York.

He was born in Mardel, Del., on a farm which has been in the Voshell family since 1710, 70 years ago and is survived by his widow, two sons and a daughter. He was a former president of the National Association of Life Underwriters, being elected in 1918.

completely reorganized its statistical system from the old hand written card method to that of the Hollerith punched card system.

Mr. Washburn is a member of the Actuarial Society of America; American Institute of Actuaries; the Casualty Actuarial Society; the Fraternal Actuarial Association and the Insurance Institute of Toronto, Can.; the International Congress of Actuaries and the American Statistical Association.

To Rule on Texas Fees

DALLAS, June 20.—The question of whether Texas life agents will be required to pay a \$1 license fee at once under a recently enacted law is now before the Texas attorney-general's department for a ruling. The new law provides for a \$1 licensing fee, places the licensing of agents on an annual basis and extends the licensing provision to apply to agents of all types of life, accident and health companies.

When the law became effective last month Life Commissioner Daniel called upon those previously exempt from the licensing requirement to obtain their licenses and pay the fee, the licenses expiring on March 31, 1936. It was presumed by the life agents already licensed when the law became effective that they would not be required to pay the \$1 fee until after March 31 next year. Commissioner Daniel is waiting a ruling from the attorney-general before taking action with respect to the salesmen of the old line companies. Representatives of local mutual aid associations, statewide assessment organizations, mutual health and accident companies and the like are being required to pay the fee now.



Reproduced from an original Jay Hambidge drawing from the picture collection of the Lincoln National Life Museum, this portrays the congenial personality of Abraham Lincoln.

FRIENDLINESS

LINCOLN'S sincere but humorous trends of thought gave him mental relaxation and developed innumerable friends and lifelong admiring acquaintances.

This Lincoln trait furnishes a splendid suggestion to life underwriters. Such a personality combined with purpose and determination develops sales efficiency. An optimistic salesman backed by a dependable organization can render valued service. A host of friends helps create a volume of business.

The Lincoln National Life Insurance Company

FORT WAYNE, INDIANA

ITS NAME INDICATES ITS CHARACTER

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION, PUBLISHED EVERY FRIDAY

By THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York
PUBLICATION OFFICE, A-1946 Insurance Exchange, CHICAGO. Telephone Wabash 2704

E. J. WOHLGEMUTH, President
HOWARD J. BURRIDGE, Vice-Pres.-Gen. Mgr.
JOMY F. WOHLGEMUTH, Secretary
Associate Managers:
W. A. SCANLON **G. C. RORDING**

C. M. CARTWRIGHT, Managing Editor
LEVERING CARTWRIGHT, Asst. Man. Editor
Associate Editors:
FRANK A. POST **CHARLES D. SPENCER**
DALE R. SCHILLING

CINCINNATI OFFICE
420 E. Fourth St., Tel. Parkway 2140
LOUIS H. MARTIN, Manager
ANNIE THORP, Jr., Director Life Ins. Service Dept.

CURTIS C. CROCKER, Mgr., Handbook Dept.
NEW YORK OFFICE
1200-125 William St., Tel. Beekman 2-3058

EDITORIAL DEPT.
GEORGE A. WATSON, Associate Editor
R. B. MITCHELL, Assistant Editor

BUSINESS DEPT.
NORA VINCENT PAUL, Vice-President
W. J. SMYTH, Resident Manager
J. T. CURTIN, Mgr., Industrial Dept.
HARTFORD OFFICE
Room 202, 15 Asylum St.
Telephone 7-1237

PHILADELPHIA OFFICE
1127 Fidelity-Philadelphia Bldg., Tel. Pen 3706, **HARRY C. MOUNTAIN**, Resident Manager

Subscription Price \$3.00 a year; in Canada, \$5.50 a year. Single Copies, 15 cents. In Combination With The National Underwriter Fire and Casualty, \$5.50 a year; Canada, \$10.50. Entered as Second-Class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.

Changing Life Insurance Trends

THE trend of life insurance selling for the present is undoubtedly towards old age income and savings rather than protection. A recent compilation by the CURTIS PUBLISHING COMPANY shows as the results of a questionnaire that the purposes for which prospects have bought their insurance in the past in "Group A," that is to say, "owners, officials, managers, insurance agents, real estate dealers, lawyers, doctors, scientific professions, retail dealers and other salesmen," has been in the past, 97.2 for protection as against 22.3 for old age income and savings; whereas, the purpose for which life insurance will be bought in the future shows 63.9 for protection as against 50.7 for old age income and savings. The other purposes such as education, mortgage retirement, business or corporation, inheritance tax, and bequests or travel show much smaller percentages, ranging from 5 percent down, with the exception of education which in the first group shows 9 percent. The total of the percentages is considerably over 100 because of overlapping in the compilation.

This striking change of 97.2 percent for protection in the past as against 63.9 percent in the future and from 22.3 percent in the past for old age income and savings as against 50.7 percent in the future shows of course that life salesmen are pushing the annuity and old age income forms and are neglecting to a large extent the protection forms. It undoubtedly means that salesmen are spending a lot of their time in transferring capital accounts from other forms of investment to life insurance and that premiums taken from incomes are, for the present, showing a heavy decrease.

The heavy demands on income in all classes of workers indicates a number of things: First, probably, that the cost of living has gone up; second, that the depression has created a largely increased demand for the purchase of necessities, as well as some of the luxuries; and third, that incomes have been so largely reduced that the public does not feel that it can afford to buy life

insurance protection to the same degree that it has in the past. Agents are going "where the money is," even though it means dipping into capital funds. Many of the policies purchased now are on the low rate term plans, with the privilege of changing to the higher cost and more permanent forms later on.

It is unfortunate that life salesmen are showing a let-up in soliciting protection insurance, even though the times seem to justify it to a certain extent. There are 2,000,000 young men and women becoming of age every year in the United States. Here is a tremendous new crop of prospects—not only at age 21 but for a number of ages both ways from 21—who have not been sold any life insurance at all to speak of. Twelve million men and women have come of age since 1929. Almost 1,000,000 of these are college graduates. There is a factor of uncertainty as to the future of these 12,000,000 people which should be lessened to some extent at least by the purchase of life insurance. Not to be able to buy life insurance is an impairment of the future possibilities and a contraction of their outlook upon life. The chilled atmosphere of adversity brings them to a deep consciousness of life's realities.

The responsibilities of the life insurance salesman are great under these circumstances. It is not sufficient to point to the large increase in the purchase of automobiles, for instance, and say that money is going into other channels which should be spent for life insurance. Most people are conducting their affairs economically.

Some way must be found of impressing on these young people the need for working in a life insurance program.

Success comes only to those who can successfully cooperate. If one can work with the people about him, he has gone a long way toward getting ahead. The old idea that an employer had to be severe with his employees to make them work is exploded.

PERSONAL SIDE OF BUSINESS

Ralph S. Hinman, manager of the Business Protective Bureau of the Wichita Chamber of Commerce and editor of "Wichita Magazine," has written from time to time a series of letters to "Dear Nephew" and signed "Your Dutch Uncle." They deal with practical subjects. He has some relating to insurance that have a practical bearing on life insurance selling. These observations are of interest because they come from one who is not in the business. The "Letters of a Dutch Uncle" sell at 15 cents a copy.

George Sim, Lincoln National Life representative in Sacramento, Cal., demonstrated recently that a determination to produce business can prevail over misfortune. His car had stalled. It was necessary to be towed to a garage. The mechanic who came to his assistance saw a Lincoln head bank on the car seat and asked what it was. "The story ends here," says Mr. Sim. "I sold him an ordinary life policy—cold turkey—first call and a sale."

The service anniversary of the oldest Lincoln National Life agency career was celebrated this year by J. C. W. Coppess of Greenville, Ohio. His record of 26 consecutive years in the field tops the entire field force. Numerous honor club qualifications dot the record of Mr. Coppess, and during the early years of the company, especially, he was one of its largest and steadiest producers.

H. K. Lindsley, president Farmers & Bankers Life and president American Life Convention, with Mrs. Lindsley and their two sons are motoring to the Pacific Northwest. They will spend a week in Spokane visiting Judge Joseph P. Lindsley, a brother of President Lindsley, and then continue on to Seattle to attend the National Convention of Insurance Commissioners meeting.

President Frederick H. Ecker and Vice-president E. H. Wilkes of the Metropolitan Life are shortly going abroad for three months.

Milton Jenison, 40, assistant manager John Hancock Mutual Life, Des Moines, was taken to the hospital in a serious condition following an automobile accident.

Dr. B. A. Teporteen of Pontiac, Mich., who was one of five of a family party killed in a grade crossing accident near Caro, Mich., was a brother-in-law of E. B. Thurman, Chicago general agent for the New England Mutual.

H. L. Ekern, well known Chicago insurance lawyer, fraternal leader, former insurance commissioner and attorney general of Wisconsin, was granted an honorary LL.D. degree by Capital University at Columbus, O.

B. B. Waldrop of Rutherfordton, N. C., district manager of the Ohio National Life, has been elected mayor of his city. He is a graduate of Furman University of Greenville, S. C., and Lyon University in France.

Isadore Samuels, general agent in Denver of the New England Mutual, returned last week from a two-month tour of Europe. He attended the silver jubilee celebration and then took a cruise through the Mediterranean. He gave a brief review of his trip at the general agents and managers luncheon in Denver.

Glen McTaggart, Denver manager of the Prudential, who recently returned from a month vacation, during which he was taken suddenly ill, underwent

an operation in Denver last week. He is reported to be making satisfactory recovery.

W. Witcher Keen, manager of the Travelers at Richmond, is dead. His service as manager started June 1, 1896. He was the Travelers veteran manager in active service. The Travelers had no more picturesque manager, nor one who was more distinctly good company.

He was first the company's state agent for Indiana, and at that time served all departments—life, accident, health and liability. The company's office in those days was one small room at a monthly rental of \$12. After ten years' service in Indiana, Mr. Keen was appointed district superintendent and inspector of agencies over the territory south of the Potomac and east of the Mississippi with headquarters at Richmond. The Richmond branch was established Jan. 1, 1915, and Mr. Keen was made its life manager.

He held an interest for all wholesome sports, which he greatly enjoyed, and dog and gun brought him many a day's satisfying sport. His travels early in life were extensive in North and South America.

E. C. Hardy, 65, who had been treasurer of the Cornbelt Life of Nebraska since organization, died after a three months' illness at Loma Linda, Cal., where he had gone for treatment. He was a pioneer resident of Lincoln.

Irving I. Held, a leading producer of the Northwestern Mutual at Richmond, went to Philadelphia this week to see his son, Irving I. Held, Jr., graduate from the Wharton School of Finance. The young man planned to take the examination for Chartered Life Underwriter the day following his graduation. He has already signed a contract with the Recht & Kutcher agency of the Northwestern Mutual in New York and plans to start active work as a producer the latter part of this month. His brother, Lewis I. Held, now with the Northwestern at Richmond, was with that agency for four years before going to Richmond.

Alfred Hurrell, vice-president and general counsel of the Prudential, was the recipient of an honorary Doctor of Laws degree by the faculty of Dana college of Newark.

David W. Hopkins, assistant to the president of the General American Life, is receiving congratulations on being the father of a second son, David, born on June 11.

A. O. Eliason, home office general agent of the Minnesota Mutual Life at St. Paul, who has been seriously ill since early in April, has recently been taken from the hospital to his home. Mr. Eliason still has many weeks before him in recuperation. He is a former president of the National Association of Life Underwriters.

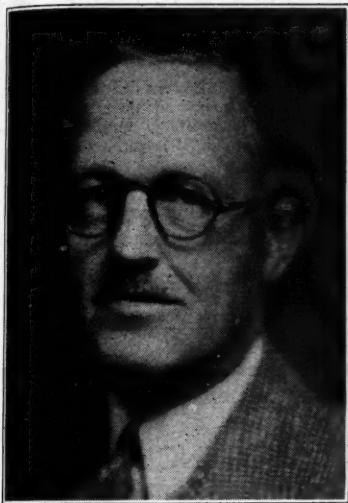
A special drive is being held by the Aetna Life agents of Detroit to celebrate the fifth anniversary of Henry K. Schoch as general agent there, and the company's 85th anniversary in Michigan. Mr. Schoch has made a splendid record in Detroit, continuing his excellent work as agency supervisor in Chicago and Boston general agent during the five previous years. An elaborate brochure was prepared and sent out to policyholders urging them to take advantage of the service department's aid. The Detroit agency went from 13th place in 1930 to second place in April, 1935 among all company agencies. Paid premiums are more than double what they were five years ago. There has been a 40 percent increase in full time agents.

LIFE AGENCY CHANGES

Woodard Goes to Des Moines

Chicago Life Man Gets Iowa and South Dakota for the New England Mutual

S. C. Woodard of Chicago, who is head of the Woodard Organization of the New England Mutual Life, which



S. C. WOODARD

clears through the E. C. Fowler general agency in that city, has been appointed general agent of the company at Des Moines, succeeding the late Clarence N. Anderson, and given jurisdiction over all of Iowa and South Dakota. Mr. Anderson had Iowa and half of South Dakota but under the new regime the two states will be in charge of the Des Moines general agent. Mr. Woodard is now on a trip through Iowa, meeting the agents. He will locate in Des Moines with his family in a short time and continue the office in the Southern Surety building. Mr. Woodard resides at 2440 Deer Park Drive in Highland Park, Ill., facing the lake. He will dispose of his house as soon as possible. Mr. Woodard intends to experiment with the district agency system in his territory. He finds that the Anderson organization is in excellent shape and the office is being run with great intelligence and effectiveness.

Mr. Woodard's Career

Mr. Woodard has a fine grounding in life insurance work, he is personally popular, possessing a colorful and interesting personality. He has had experience on the selling side and in general agency administration. He went to the University of Wisconsin and after leaving the university contracted with the Northwestern Mutual Life as an agent at Madison, Wis. He then went to Chicago and became an agent of the Mutual Benefit Life when George Pick was general agent. Later he went with the Penn Mutual Life and subsequently became a partner in the general agency firm of C. J. McCary & Co. In 1921 he was appointed Chicago manager of the National Life of Vermont and in 1930 became manager of agencies of the Home Life of New York in the Chicago territory and did considerable special agency work in the west for the company. He devoted a year to travel before returning to the business and established the Woodard Organization in the Bankers building. Mr. Woodard was born at Rockford, Ill., in 1888. He has been 23 years in the business.

Paul A. Weyrauch

Paul A. Weyrauch, Seattle life underwriter with Mutual Life of New York, has been named manager for Thurston county, with headquarters at Olympia, Wash.

Martin with Oregon Mutual

Former Continental American Executive Will Locate in San Francisco as General Agent

The appointment of George A. Martin as general agent in northern California for the Oregon Mutual Life, with offices in the California Commercial Union building, San Francisco, has been announced by W. C. Schuppel, executive vice-president. Mr. Martin has spent his entire business life in life insurance work and has had a wide experience in both production and agency management. For 19 years he was with the Travelers, resigning to become agency vice-president of the Continental American Life of Wilmington, Del. On the death of President Philip Burnet, Mr. Martin was elected first vice-president.

However, due to the fact that he found active work in the field more congenial, and because of his success in agency building, Mr. Martin determined to reenter agency work. He resigned his position with the Continental American and after a thorough survey selected the Pacific Coast, with San Francisco as his headquarters.

Mr. Martin succeeds W. Dow Lipe, resigned, who plans to devote his attention to personal production, in which field he has achieved signal success in Chicago.

Boston Firm Name Dropped

Richard Blackmur has been appointed general agent in Boston for the Massachusetts Mutual Life, succeeding the firm of Nelson & Blackmur. The agency will be continued, for the present, without other change.

Mr. Blackmur became associated with the late B. Z. Nelson under the name of Nelson & Blackmur in 1929. Previously he was connected with the Paul Clark agency of the John Hancock in Boston.

Mid-Continent Life Appointments

The Mid-Continent Life has appointed William Kuhatschek general agent for the Dallas district. He has been connected with the R. Frank Lee agency at Dallas. Guy C. Robertson has been appointed general agent at Lawton, Okla., in the Koehler building. Ralph E. Helper has been appointed district agent at Mangum, Okla., and will develop Greer county especially.

Agency Organizers Named

E. A. Marthens, assistant manager at Los Angeles for the State Life of Indiana, has appointed R. H. Hammond and C. W. Hyde, Jr., district agency organizers. They were both formerly associated with the Penn Mutual Life. Other appointments as district agency organizers announced by Mr. Marthens include I. S. McElvany of El Centro, formerly with the Lincoln National Life; C. D. St. Morris of San Diego, formerly with the New York Life; D. L. Glaze of Los Angeles and R. W. Campbell of Santa Monica.

Montana Life Appointments

H. C. Terwilliger has been appointed general agent of the Montana Life at Los Angeles. This gives the company two general agents there. A. R. Wager is the other. Mr. Terwilliger is 28 years old and is one of the youngest million dollar producers in the country. He started with the Cannon agency of the company in California, learning the business.

J. A. Bjornstad has been appointed general agent at Spokane. He succeeds Harry Linder, who becomes associate general agent. Mr. Bjornstad was formerly cashier of the Merchants National Bank of Glendive, Mont. Later he be-

came a field supervisor for the Equitable. Then he went to Billings, Mont., as a field assistant and subsequently was sent to Idaho as manager for the Equitable at Pocatello. He then took eastern Montana and northern Wyoming for the Equitable.

Johnson with Ohio National

C. M. Johnson, for the past five years general agent of the Bankers Life of Nebraska, has been appointed manager of the North Platte division of the Ohio National Life with headquarters at North Platte, Neb. He has been in a managerial position since 1928. C. A. Johnson has been appointed supervisor at Kearney, Neb., and C. A. Story at Sidney, both under the jurisdiction of Mr. Johnson.

Pickel Named in Oregon

G. A. Pickel has been named Oregon general agent for the Central Life of Iowa. His headquarters are at 710 Bedell building, Portland, Ore.

For six years Mr. Pickel has been with the Oregon Mutual Life in Portland.

Satterfield & Whitefield

The Protective Life has appointed G. I. Satterfield and Mrs. W. H. Whitefield

general agents at Waxahachie, Tex. Mrs. Whitefield ranked fifth in personal production for the company last year and has been with it for seven years. She is the sister of Mr. Satterfield, who is just entering life insurance.

George B. Wells

George B. Wells, formerly a life underwriter and during the past five years with the Bankers Farm Mortgage Company, has been appointed general agent for the Old Line Life of America at Ithaca, Mich. Mr. Wells will supervise Gratiot and surrounding counties.

Tack Named at Wichita

The National Life of Vermont has appointed G. B. Tack associate general agent at Wichita, Kan. E. A. Hasek continues as general agent at Kansas City, Mo., where a cashier's department has been established. Mr. Tack, who has established offices at 901 Beacon building, has been in the life business in Wichita for twelve years.

Life Agency Notes

F. G. Lundblad has been appointed district manager for the Mutual Life of New York at Fort Dodge, Ia.

The Occidental Life of Los Angeles has appointed Bart De Vol as general agent at Santa Ana.



300 Des Moines Underwriters Invite You

Twenty - one smooth - functioning committees will see to it that you enjoy your "Iowa Holiday."

On behalf of the other officers and the three hundred members of the Des Moines Association, I invite you to visit Iowa and attend the 1935 National Convention of Life Underwriters the week of September 16th.

J. A. SPARGUR,
President, Des Moines Association
of Life Underwriters
Agency Manager, Bankers Life
Company



Bankers Life Company

Des Moines, Iowa

A MUTUAL LIFE INSURANCE COMPANY IN ITS 56TH YEAR



"I Use It Myself"

Life insurance will never be sold like tenpenny nails, tooth paste, soup, or patent medicine. It will never be wrapped up and passed across a counter. It will never be displayed in store windows or on shelves, and no retail clerk will ever say to you: "This is a good policy. I use it myself!"



No. Life insurance will never be bought that way. Delicate, highly specialized, it must be sold by men trained to advise you about the particular policy best suited to your needs. You expect counsel when you buy. You want to deal with someone in whom you can confide, knowing that your confidence will be secure. You want advice sympathetic with your needs. Provident Mutual representatives are ready to give you this advice. Consult them as you would your doctor or your lawyer. Depend on this: You may depend on them.

PROVIDENT MUTUAL
LIFE INSURANCE COMPANY
OF PHILADELPHIA—Founded 1865

The advertising of Provident Mutual reflects its pride in the character of its agency force.

NEWS OF THE COMPANIES

Report Is Presented on the General Mutual Life

Vice-president L. G. Purmort at the fifth annual meeting of stockholders of the General Mutual Life of Van Wert, O., stated that it started at a time when the business depression was just getting under way. Its assets are now \$350,566, increase \$57,231 for the year, capital \$100,000, net surplus \$45,000, increase \$5,000, insurance in force \$2,114,275, increase \$350,270. Dividends to policyholders have been paid since the first anniversary of policy. The stockholders received their first dividend of \$1 a share last November. At the time of the organization the promise was made that no salaries would be paid to members of the Purmort family, who are the guiding stars of the organization, until both policyholders and stockholders were receiving dividends. The net rate of interest earned on invested assets was 4.49 percent as compared with 4.37 percent the previous year.

The Purmorts also operate the Central Manufacturers Mutual Fire and the Ohio Underwriters Mutual Fire.

New South Dakota Company

PIERRE, S. D., June 20.—Articles of incorporation have been filed by the State Mutual Reserve to write level premium mutual life insurance, with headquarters in Rapid City, S. D. The in-

corporators are H. D. Haskin, B. H. O'Quinn, Dr. W. E. Moore, H. W. Mills, J. C. Laughlin, L. E. Thayer, all of Rapid City, S. D., and A. E. Reeder, of Bison, S. D.

Passes \$100,000,000 Mark

The Confederation Life of Toronto has just passed the \$100,000,000 mark as far as assets are concerned. The business in force showed a gain of \$5,500,000 for five months, excess of income for the period amounts to \$2,900,000.

Buffalo Mutual Agency Supervisor

Lee M. Crawford has been appointed agency supervisor of the Buffalo Mutual Life. He secured his early training with the Travelers as an agent. He is a Buffalo product and attended the University of Michigan. He has gained a reputation as a public speaker.

Connecticut Mutual Convention

The annual agency convention of the Connecticut Mutual Life is to be held at Virginia Beach, June 25-27.

Aikin Named Vice-President

A. D. Aikin has been appointed vice-president of the Twin Republics Life, recently organized at Laredo, Tex. He will be an active vice-president in charge of the south Texas territory with headquarters at San Antonio.

AGENCY MANAGEMENT

Time Control Points Way to Correct Defects, Abbey Says

Elmer Abbey, general agent Aetna Life, spoke to the San Antonio Life Managers & General Agents Club on agency building. The great problem of the manager is keeping his men at work. Too much humoring of agents is a common weakness among managers. Mr. Abbey urged the use of a time control system which will enable the agent and manager to analyze the work of the agent in a way that will provide for the correction of errors in the methods employed by the agent in solicitation. Managers should insist on agents being in the field from 9:00-5:00 each day.

A resolution to bring the plan of the club on part time agents into harmony with the program of the National Life Underwriters Association was adopted.

Torney Heads London Club

At the annual meeting of the Life Managers' Club of London, Ont., W. A. Torney, manager industrial department of the London Life, was elected president. A. F. Leggatt, Jr., Ontario Equitable Life, vice-president; W. P. Gilbride, Great-West Life, secretary-treasurer; G. F. Copeland, Mutual Life, and W. N. Hutchinson, Manufacturers Life, directors.

King Is Nebraska Head

Paul H. King of Omaha was elected president, W. A. Fraser, Lincoln, vice president, and Earl E. Best of Omaha, secretary-treasurer at the annual meeting of the Nebraska Life Agency Managers Association. Insurance Director Moose was the guest speaker, urging better cooperation on the part of agents and support for his plan of local committees to aid in better enforcement of laws and department rulings in the field.

Tower Talks at Detroit

Walt. Tower, managing director, Chicago Association of Life Underwriters, spoke to the Associated Life General Agents & Managers of Detroit at the

June meeting, outlining tested plans of association organization and operation.

Riordan Reviews Legislation

SAN FRANCISCO, June 20.—The California life insurance legislative situation was discussed at the San Francisco General Agents & Managers Association's luncheon by John H. Riordan, of Knight, Boland & Riordan, representatives of the Life Presidents Association in legislative matters. Mr. Riordan described the battle to maintain the gross premiums tax at its old level of 2.6 percent instead of the proposed 4 percent. He also explained in detail many other bills which were inimical to the business.

Mr. Riordan told of the fight against the proposed tax on gross premiums. Unless something unusual happens the tax increase will not be passed.

Closer Contact Urged

At a luncheon of the Life Managers Association of Los Angeles, Frank H. Davis, vice-president Penn Mutual Life, discussed "The General Agent's Greatest Problem." A general agent has to find time for close contact with his men to encourage them and impress on them some of the basic things that must be done to succeed in life insurance. There never was a time, he said, when the eyes of the public were more definitely fixed on life insurance and those engaged in its sale than at present, and the light of life insurance has never shone as it has the past five years. "Organize your problem, your ambition and your objective. Make an honest, sincere and determined effort to increase the measure of success of the men who are associated with you as agents in the field."

Utah Managers End Season

The Utah Life Managers Association held its final meeting of the year in Salt Lake City. W. N. Knerr, chairman Utah industrial commission talked on "Social Insurance." He discussed the trends toward workmen's compensation, old age, unemployment, mothers' pensions and other forms of social insur-

ance, and discussed President Roosevelt's social security program.

W. S. Payne, manager Prudential ordinary department Salt Lake City, presented a number of articles on "Compensation Trends" for agents and particularly new men in the business. President Harrop announced that the annual meeting will be held at the Salt Lake Country Club June 25.

Flint Managers Elect

The Flint Life Agency Managers Association has elected the following officers: President, L. A. McKinnon; vice president, E. W. Jones; secretary-treasurer, R. P. Brown.

New Waco, Tex., Club

The Life Managers Club of Waco, Tex., has been formed with H. B. Hackleman as president, J. K. Moore, vice-president, and C. J. Lockhart, secretary-treasurer.

Gamble Committee Chairman

S. M. Gamble, Massachusetts Mutual Life, has been appointed chairman of the exhibits committee for the annual convention of the Life Advertisers Association at Swampscott, Mass., Sept. 30-Oct. 2.

INSURANCE NEEDS FOR THE AGENT FIRST

Fitting policies to the exact requirements of prospects is the duty of life insurance fieldmen. But determining those requirements creates a need of the fieldmen not always filled—adequate sales helps.

Pan-American sales promotion material is designed to help secure from the prospect essential information on which to base sales—in a manner to reduce the barrier often created by seeming inquisitiveness on the part of the fieldmen.

Smoothness in the approach leads to surer and more lasting sales.

For Agency information address
THEODORE M. SIMMONS

Manager United States Agencies.



PAN-AMERICAN
LIFE INSURANCE
COMPANY

NEW ORLEANS U.S.A.

CRAWFORD H. ELLIS, President
EDW. G. SIMMONS, Vice Pres. & Gen. Mgr.

NEWS OF LIFE ASSOCIATIONS

Mobile Holds Sales Congress

Number of Notable Speakers Participated in the Function, Sponsored by Life Men

The Mobile (Ala.) Life Underwriters Association had a one-day sales congress last Friday. This was the first affair of the kind staged by the organization. Ted M. Simmons of New Orleans, agency manager of the Pan-American Life, was one of the chief speakers. He had just made an agency tour visiting 20 cities in 10 midwestern and eastern states, saying that he found business substantially improved and there is a better attitude on part of the people. He said that after all most people buy insurance because they love someone and desire to have their dependents protected.

City Commissioner Baumhauer made the address of welcome, the response being from Thompson McRae of Mobile. J. C. Montgomery of the Massachusetts Mutual, who is president of the Mobile association, opened the program and then turned the proceedings over to E. A. Velmicker, past president, who presided over the morning session. Mr. Montgomery presided over the afternoon meeting. Rev. A. E. Shafer of the Government Street Methodist church gave a talk on "Psychology of Salesmanship." Curtis Kendall, trust officer of the American National Bank of Mobile had as his subject, "The Application of Life Insurance to Trustee Estates." One of the guest speakers was H. E. Watlington of Birmingham, general agent of the Aetna Life, who stressed that there are two dominant factors in successful salesmanship, viz., emphasizing insurance as income instead of lump sum settlement and the use of the programming of insurance, showing a prospect what insurance he needs and how it should be written.

W. R. Pittman, general agent of the John Hancock Mutual at Birmingham, gave a talk, featuring the value of the agent in the development of a friendly attitude toward insurance.

Texas Association Meeting

Large Gathering Will Be Held This Month When the Leaders Gather at Waco

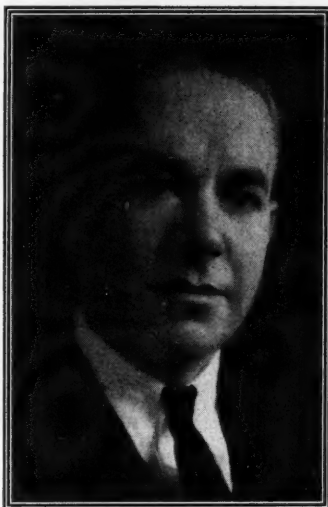
The annual meeting of the Texas Association of Life Underwriters will be held at the Roosevelt hotel in Waco, June 29. O. P. Schnabel of San Antonio is president. The following cities will be represented: Abilene, Amarillo, Austin, Beaumont, Brownwood, Corpus Christi, Dallas, El Paso, Fort Worth, Galveston, Houston, Lufkin, Lubbock, Port Arthur, San Angelo, San Antonio, Temple, Tyler, Waco and Wichita Falls. A president and five vice-presidents are to be elected.

The day preceding the annual meeting there will be a state-wide managers meeting at the Roosevelt hotel, sponsored by the Texas association with Ricks Strong of Dallas, general chairman. The program is as follows:

"How We May Attract More of the Better Type Men to Life Underwriting," Ferris M. Wakely, Ft. Worth; "Setting the Example," Homer G. Hewitt, Houston; "Training the New Agent Into Production," Kenneth Cassidy, Houston; luncheon, address by T. M. Simmons, superintendent of agencies Pan-American Life; "Motivation," O. P. Schnabel, San Antonio; "Field of Agency Management," O. Sam Cummings, Dallas.

This is the third annual statewide managers' meeting held in Texas and at least 100 managers from all over Texas are expected to attend. The Texas association has the largest membership in its history, having 948 members. The 1934 high mark was 717 members, and the 1935 goal is 1,100 members.

New President



H. WILLIS BINNIE, Elgin, Ill.

H. W. Binnie, who has been elected president of the Elgin, Ill., Life Underwriters Association, is district manager of the Equitable Life of New York, having charge of six counties. He has been connected with the company for 20 years and has been a club member for 15 consecutive years. Other officers elected were Ben Miller, vice-president; Paul Patterson, secretary; R. P. Tucker, treasurer, and George F. Sills, director. J. M. McClenaghan, agency manager Bankers Life of Iowa, who is the retiring president, was recently elected president of the Illinois Life Underwriters Association.

Many Activities in Chicago

Association, Women's Division, General Agents and Managers Section Holding Gatherings

F. T. McNally, general agent Massachusetts Mutual Life in Minneapolis, addressed the Chicago association this week, his subject being "Invictus." He has produced \$15,000,000 personally in the last 25 years in addition to running an agency.

I. B. Jacobs, educational director Hastie agency, Mutual Life of New York, was installed as president, succeeding T. F. Lawrence, manager Reliance Life. The entire slate submitted to a mail vote was passed with a heavy vote. The new officers were announced and installed. President Lawrence in his annual address reported paid membership was 975 and noted many activities.

Program for the meeting June 27 of the women's division is announced by Miss Sara Frances Jones, Equitable of New York, chairman. The central idea of several talks will be ways and means of avoiding summer slump. The meeting will be in the auditorium of Central College Y. M. C. A.

Mrs. D. H. Adams, New York Life, Tracy agency, will discuss "Begin Where You Are." Mary T. Dailey, Massachusetts Mutual, will talk on "Plan Your Work and Work Your Plan"; Miss Edna Kaufmann, Stumes & Loeb general agency, Penn Mutual, on "Mental Attitude"; Miss Vera Reynolds, Insurance Exchange branch Continental Assurance, on "Whose Fault Is the Summer Slump?" Miss Genevieve Forsberg, Equitable of New York, coordinated the program. Walt Tower, managing director Chicago association, will discuss legislation and other activities.

The General Agents & Managers Di-

AMERICAN CENTRAL LIFE

INSURANCE COMPANY

ESTABLISHED 1899

INDIANAPOLIS, INDIANA

● Complete Substandard and automatic Reinsurance facilities embrace so wide a field that prompt policy issuance—regardless of size—is the rule and not the exception.

A POLICY ANNIVERSARY

One of the five original life insurance companies to be established in the United States, this year the State Mutual is celebrating the 90th anniversary of the issuance of its first policy.

STATE MUTUAL LIFE ASSURANCE COMPANY

WORCESTER . . . MASSACHUSETTS

Incorporated 1844

vision is planning a field day to be held July 2. The place has not been selected.

Machum Elected President of the Detroit Association

DETROIT, June 20.—Donald Machum, manager Manufacturers Life, was elected president of the Qualified Life Underwriters at the annual meeting, succeeding F. Jean Little, Massachusetts Mutual. H. B. Knaggs, New England Mutual, was advanced from second to first vice-president; H. C. White, Connecticut Mutual, from secretary to second vice-president and R. E. Stringer, State Mutual, from treasurer to third vice-president.

R. E. Olmsted, Mutual Benefit and president Detroit C. L. U., was elected secretary and H. K. Schoch, general agent, Aetna, was named treasurer. H. B. Thompson was re-elected executive secretary and counsel.

F. J. Little and Seth Ryan, Penn Mutual, were elected to the executive committee, of which Mr. Machum, Mr. Knaggs and Mr. Schoch will be ex officio members.

The directors are: H. T. Eastham, Travelers; C. A. Macauley, John Hancock Mutual; F. A. Smart, Equitable of Iowa; E. W. Albachten, Pacific Mutual; M. L. Woodward, Northwestern Mutual; A. J. Hanson, New York Life; R. P. Innes, Great West and J. H. Kennedy, Equitable of New York.

H. K. Schoch, national committeeman, reported on the activities of the National association.

Honor New Michigan Head

High tribute was paid to P. J. Crandall, manager American Life in Jackson, Mich., and president-elect of the Michigan State Association of Life Underwriters, at a testimonial dinner given in his honor by the Jackson Life Underwriters Association. More than 70, including officers of the state association vied with each other in paying tribute to Mr. Crandall. Among the speakers were C. A. Macauley, Detroit, John Hancock Mutual; George Gregory, New York Life, Jackson, and H. B. Thompson, Detroit, executive secretary of the state and Detroit associations.

Utica, N. Y.—Timothy Crowe has been elected president, H. J. Shackleton, vice-president, and J. M. Atwood, secretary-treasurer. L. H. House, retiring president, was made delegate for three years to the state body.

Davenport, Ia.—The annual meeting will be held Saturday. The nominating committee has made the following recommendations: President S. W. Sanford, Prudential; vice-president, J. H. Copeland, Northwestern Mutual; second vice-president, Richard LeBuhn, Massachusetts Mutual; secretary, Charles Kuttler, National of Vermont; state committeeman, A. W. Van Houten.

Houston, Tex.—The new officers are D. C. Bintliff, American National; vice-president, J. M. Abell, Southwestern Life; secretary, R. L. Nauts, Seaboard Life, and treasurer, George F. Simons, Great Southern Life. The Houston association is endeavoring to land the 1936 convention of the National Association of Life Underwriters.

St. Louis—A. E. Miller, Northwestern Mutual, has been nominated for president; H. H. Cammack, John Hancock, first vice-president, and D. M. Johnson, Phoenix Mutual, second vice-president. Directors are W. H. Van Sicker, State Mutual; W. S. Smith, Pacific Mutual; W. S. Sutherland, Sun Life of Canada; S. B. Oakes, New England Mutual; J. A. Parker, Provident Mutual, and F. W. Aufderheide, Jr., Mutual Benefit. The election will be at the annual meeting

this week, at which L. O. Schriver, Aetna Life general agent of Peoria and vice-president National association, will speak. Dr. S. S. Huebner, president of the American College of Life Underwriters, will talk at a meeting, July 2.

Columbus, O.—The next meeting date has been postponed to June 25. S. S. Huebner, University of Pennsylvania, will speak. New trustees will be chosen.

Indianapolis—At the annual meeting J. L. Rainey, manager Guardian Life, was elected president, with Dan W. Flickinger, John Hancock, and Thomas Cusack, Metropolitan, as vice-presidents; E. M. Spence, New England Mutual, executive secretary; Miss Lois Haynes, secretary, and D. E. McDonald, Life of Virginia, treasurer. New directors: W. J. Greener, Equitable of New York; J. E. Craigle, Prudential; E. E. Smith, Equitable of Iowa; Jean Black, Massachusetts Mutual; Thomas Cusack, Metropolitan; Albert Hermann, John Hancock. E. A. Crane, Northwestern Mutual, was proposed as a candidate for trustee of the National association. A new constitution and by-laws were adopted, subject to approval of the National association. Prof. J. R. Schutz of Manchester College, spoke on "Life Insurance and Economic Security."

Corpus Christi, Tex.—New officers elected are: President, Henry Coutret; vice-president, E. Brown; secretary-treasurer, Johnny Johnson. Directors are: William Reed, DeWitt McGee and I. M. Alexander.

Grand Rapids, Mich.—At the annual meeting, the following officers were elected: President, R. R. Stotz, Mutual Benefit; vice-president, H. W. Floor, Aetna Life; secretary-treasurer, F. J. Marsden, Continental Assurance; directors, H. W. Becker, Metropolitan Life; J. A. Vander Werf, Midland Mutual; R. L. Fuller, Northwestern Mutual; J. L. Livingstone, Franklin Life; W. Merrill, Sun Life, and W. H. Strahan, New England Mutual. H. Wibirt Spence, Mutual Life is national committeeman and D. J. Porter, Equitable Life, immediate past president.

The Grand Rapids association will be host to the Michigan association next May.

Salt Lake City—S. W. Sill, manager New York Life, was elected president at the annual meeting. It was the last business meeting until fall. The association's name was changed from the Utah to Salt Lake Life Underwriters' Association because other associations are being launched in the larger cities of the state. F. E. Walker, United Benefit, was named first vice-president; R. H. Peterson, Pacific National Life, second vice-president; W. M. Jones, Business Men's Assurance, secretary-treasurer. W. A. Carter, Penn Mutual, was named national councillor, with W. A. Crowder as alternate. Members of the Salt Lake City association visited Ogden in a body as guests of the Ogden association.

Oklahoma City—R. T. Shipley, general agent Penn Mutual, was elected president; Al Irwin, Northwestern Mutual, vice-president; Don Wilkerson, New York Life, secretary, and C. H. Longnecker, treasurer. G. F. Ream, assistant superintendent of agencies Mutual Benefit Life, spoke on "The Present and Future of Our Business."

San Francisco—M. R. Nyman, San Francisco manager Occidental Life, will talk June 24 on "What Is Your Part." The handling of trusteeship in a partnership purchase insurance case will be discussed by T. P. Rogers, San Francisco attorney.

Saginaw, Mich.—W. R. Howson, secretary for five years, was advanced to president, succeeding A. F. Brogger. Other officers are: First vice-president, P. C. Burns; second vice-president, H. C. Beeson; secretary, Mrs. J. E. Kendall; treasurer, L. F. Bennett; national committeeman, L. D. Johnson; director, H. R. Schnettler, and state association director, H. P. Baker.

Flint, Mich.—D. T. Keay has been elected president, succeeding Jack Rabinovich. Other officers are: First vice-president, T. F. Rogers; second vice-president, H. A. Groesbeck; secretary-treasurer, J. C. Taunt.

Richmond, Va.—J. B. Cary, Northwestern Mutual, has been named president, succeeding Wilson M. Brooks. J. K. M. Newton, Union Central, is first vice-president; Conrad Little, Connecticut Mutual, second vice-president; James H.

Active Worker Selected by San Francisco Body



JAMES M. HAMILL

Although one of the younger underwriters in San Francisco, James Martin Hamill, recently elected president of the San Francisco Life Underwriters Association, has been a consistent leader, not only in production for the A. W. Carne agency of the Equitable of New York but in association affairs, having served as vice-president and chairman of numerous important committees on several occasions. As membership chairman he succeeded in bringing the membership roll of the San Francisco association to an all time high record, before the national convention in 1932.

Entering life insurance as a part-timer while still a student at the University of California, Mr. Hamill confined his prospects to those of his own age. Mr. Hamill was born in San Francisco 36 years ago. After he received his degree from the University of California, he studied law for two years. He was consistently qualified as a member of the quarter million club of the Equitable, his first qualification being in 1925. For many years he has led the Northern California agency of the company from the standpoint of paid lives. He entered the half million dollar club in 1930 with a volume in excess of \$750,000 and approximately 150 lives.

Mr. Hamill was elected vice-president last year, representing the personal producers' division. He was also elected secretary-treasurer of the California State Life Underwriters Association, to which he has devoted much time and effort, appearing before practically all of the major associations of the state. In spite of these activities, he paid for over \$750,000 of business during 1934. Mr. Hamill was one of the featured speakers on the program of the 1934 National association convention.

Tracy, Jr., Life of Virginia, secretary-treasurer; Nathan Bushnell, Jr., Prudential, national committeeman; W. M. Brooks, Sun Life of Canada; E. M. Crutcheff, Equitable of New York; C. W. Phillips, Atlantic Life; P. B. Magruder, Metropolitan Life, directors, Mr. Brooks, who remains president of the Virginia State Life Underwriters Association, reviewed the activities of the past year.

Burlington, Vt.—At the annual meeting the following officers were elected: President, G. E. Awde, Jr., New York Life; vice-president, B. F. Garrity, Metropolitan Life; secretary, W. F. Danforth, Mutual Life of New York, and treasurer, H. L. Hunt, Connecticut Mutual Life.

Rhode Island—At the annual meeting and outing at Gloucester, R. I., the following officers were elected: President, H. T. Cook, Connecticut Mutual; vice-president, E. F. Carey, State Mutual Life; secretary and treasurer, G. E. Car-

roll; National committeeman, M. H. Stearns, John Hancock Mutual Life.

Orange County, Cal.—At a dinner-meeting in Santa Ana G. E. Faires, Travelers, was installed as president, Rolla R. Hays, Jr., New England Mutual, as secretary. Kellogg Van Winkle, southern California manager at Los Angeles for the Equitable of New York, president California association, spoke on "Prospecting."

Joseph Charleville, managing director Los Angeles association, talked on association activities and legislation.

Portsmouth, N. H.—At the annual meeting Stowe Wilder was elected president, C. F. Tucker, vice-president, and A. F. Redden, secretary-treasurer.

Cleveland—The following new officers and directors were elected: President, E. B. Fisher, National Life of Vermont; vice-president, W. H. Saitta, Metropolitan Life; second vice-president, G. H. Schumacher, Massachusetts Mutual; treasurer, H. G. Johnson, Bankers Life of Iowa; directors, M. E. Steinhilber, Fidelity Mutual Life; W. F. Hoover, John Hancock Mutual Life; G. M. Kuechle, Mutual Benefit Life; C. R. Walker, Equitable Life of Iowa; J. H. Byrne, Penn Mutual; John H. York, Aetna Life. Louis Behr, Chicago, Equitable Life of New York, spoke on "My Prospecting System and My Approach."

Marshalltown, Ia.—Officers were elected as follows: President, Oliver Mable; vice-president, G. F. Shortess; national committeeman, F. C. Reed, and secretary-treasurer, C. C. Atwood. Ben Taylor, supervisor Central Life of Iowa, spoke on "Trends in Practices in Selling."

Waterloo, Ia.—Otto Affeldt has been elected president; G. E. Horton, first vice-president; K. L. Bragdon, second vice-president; Guy French, national committeeman, and Charles Greeley, state committeeman. Earl White, retiring president, becomes executive committeeman.

Fort Wayne, Ind.—The annual outing of the Fort Wayne association is to be held Friday of this week at the Orchard Ridge Country Club. Newly elected officers will be announced at the dinner.

Lincoln, Neb.—At the annual meeting the following officers were elected: President, J. D. Evans, Union Central; vice-president, C. A. Wilson, National Fidelity; secretary-treasurer, H. D. Gish, Travelers; directors, Milton Blankenship, Massachusetts Mutual; O. R. Frey, Bankers Life of Nebraska; F. C. Williams, New England Mutual.

Birmingham, Ala.—E. A. Raughley, National Life of Vermont, was elected president, succeeding W. S. Owens, Sun Life, at the annual meeting. James Finlayson of Metropolitan Life, was named vice-president; F. W. Drake, Massachusetts Mutual Life, secretary, and E. C. Ames, Jemison-Seibels Co., was re-elected secretary. Mr. Raughley was chairman this year for Life Insurance Week in Birmingham. E. C. Ames, treasurer, reported 229 paid members.

Madison, Wis.—New officers are: President, Walter Rhodes, state agent Business Men's Assurance; vice-president, R. L. Hess, Lincoln National Life; secretary, W. K. Niemann, Bankers Life; treasurer, J. J. Baer, Mutual Life of New York. The new board consists of: William Reese, Penn Mutual; Charles Tomlinson, Bankers Life; Harold Noer, Wisconsin Life; John Lonnergan, Equitable Life; N. A. Endres, Central Life, and M. W. Smith, Equitable Life. Retiring president Mortimer Huber becomes a member of the board. National committeeman is Frank Horner, Northwestern Mutual. A 33 percent increase in membership was announced.

Tampa, Fla.—G. P. Cannon is the new president; H. D. Atkins, vice-president; C. A. Davis, secretary, and T. C. Cross chairman executive committee.

Jacksonville, Fla.—Ed Morgenstern, New York Life, is president; Lee MacDonald, Sun Life, vice-president; Thomas Gray, Prudential, secretary.

Reserves for Burial Societies

Governor Graves of Alabama has signed the law requiring burial societies to put up reserves similar to old line companies on all future business. They are given 10 years to build up reserves on old business.

Thanks for saying you saw the ad in The National Underwriter when writing advertisers.

NEWS OF LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest," published annually in May at \$5.00 and the "Little Gem" published annually in March at \$2.00

Aetna Life New Policy Rates

Unique Double Protection Form Gives Added Coverage Over 10, 15, or 20 Years

Rates for the Aetna Life's new double protection policy, a non-participating form providing that proceeds will be doubled if death occurs within a stipulated period of 10, 15 or 20 years from date of issue, are given this week. Age limits for the ten year plan are 16-55, inclusive; for the 15 year plan, 16-50, and 20 year plan, 16-45. The policy cannot be changed to other forms. It may be issued for disability and/or double indemnity, in case of accidental death the double indemnity benefit being an additional amount equal to face of the policy. Premiums are level throughout life.

Extended insurance will be for an amount equal to the single sum insured and will not be doubled during the double protection period. The same rule applies to paid up insurance, which will not be doubled. The policy will be issued on or after July 1. Premium rates per \$1,000 are:

Age	10 Year		15 Year		20 Year	
	C.V.	End	C.V.	End	C.V.	End
16...	\$15.34	...	\$16.46	...	\$17.40	...
17...	15.62	...	16.75	...	17.71	...
18...	15.91	...	17.05	...	18.04	...
19...	16.21	...	17.38	...	18.38	...
20...	16.53	...	17.72	...	18.74	...
21...	16.87	...	18.07	...	19.12	...
22...	17.22	...	18.45	...	19.52	1.00
23...	17.59	...	18.84	...	19.94	2.00
24...	17.98	...	19.26	...	20.39	3.00
25...	18.40	...	19.70	1.00	20.87	4.00
26...	18.83	...	20.17	2.00	21.37	6.00
27...	19.29	...	20.66	3.00	21.91	7.00
28...	19.77	...	21.19	4.00	22.48	8.00
29...	20.28	...	21.74	5.00	23.08	10.00
30...	20.83	2.00	22.33	7.00	23.73	11.00
31...	21.40	3.00	22.95	8.00	24.42	13.00
32...	22.01	4.00	23.62	10.00	25.17	15.00
33...	22.65	6.00	24.33	11.00	25.97	17.00
34...	23.38	7.00	25.09	13.00	26.83	19.00
35...	24.23	9.00	25.90	15.00	27.75	21.00
36...	25.14	10.00	26.89	17.00	28.88	23.00
37...	26.12	12.00	28.00	19.00	30.17	25.00
38...	27.16	14.00	29.21	21.00	31.56	27.00
39...	28.29	16.00	30.51	23.00	33.06	29.00
40...	29.49	18.00	31.90	25.00	34.67	31.00
41...	30.78	20.00	33.40	27.00	36.41	33.00
42...	32.16	22.00	35.02	29.00	38.29	36.00
43...	33.64	24.00	36.76	31.00	40.31	38.00
44...	35.23	26.00	38.64	33.00	42.49	41.00
45...	36.94	28.00	40.66	36.00	44.84	44.00
46...	38.78	29.00	42.84	38.00
47...	40.75	31.00	45.19	40.00
48...	42.86	33.00	47.72	43.00
49...	45.14	35.00	50.45	46.00
50...	47.59	36.00	53.39	48.00
51...	50.23	38.00
52...	53.08	40.00
53...	56.14	42.00
54...	59.46	44.00
55...	63.03	46.00

CHICAGO NEWS

HUGHES ASSISTANT MANAGER

Thomas Hughes has been appointed assistant manager of the life department of Childs & Wood, Chicago, associated with Manager M. G. Tuttle. Mr. Hughes has had 13 years' life insurance experience, being general agent of the Equitable Life of Iowa at Erie, Pa., for some time and then connected with the Griffin, Ingram & Pfaff agency of that company in Chicago.

LODGE IS LIFE MANAGER

Frank Lodge has been appointed manager of the life department newly created in the William C. Danne & Co. agency, Chicago. The agency brokers its business.

BUDINGER WINS CONTEST

In a contest for new insurance staged by the Franklin Life running from April 1 to June 5, the F. J. Budinger Agency

of Chicago produced 106 per cent of its quota, thereby defeating the home office agency against which it was pitted. There were 52 agencies in 18 states matched against one another in pairs.

WOMAN'S UNIT A SUCCESS

Agency Manager P. B. Hobbs of the Equitable Life of New York in Chicago, who has had much experience with his women's department, is very much convinced that a department of this kind can be conducted successfully. Mrs. M. K. Alexander, who has charge of the women's department in the Hobbs' agency, has 26 women under contract. Last year was the best year of this unit, it producing over \$2,000,000 in new business. Mr. Hobbs feels that in a city like Chicago, or, in fact, any city of great size, a woman's unit will not be successful unless there are at least 15 active agents. Furthermore the women's department should be sharply differentiated from other units. In other words, there should be no man agent in the women's department and there should be no woman agent in any unit managed by a man. Mrs. Alexander has had great success in her work and has proved to be a very capable unit manager.

INDUSTRIAL

Otto Named at Rockford

J. R. Otto has been promoted to superintendent at Rockford, Ill., by the Prudential to succeed C. W. Atchison who has been transferred to Chicago. Superintendent Otto has been with the Prudential since 1928, when he became an agent in Aurora where he has been serving as assistant superintendent since 1931.

Sommer to Go Abroad

Manager A. F. Sommer of the Metropolitan at Cincinnati, and a former president of the Metropolitan Veterans Association, is leaving for a European trip on June 28. He will be accompanied by Mrs. Sommer and their daughter, who has just been graduated from Wellesley.

Metropolitan Men Shift

C. J. North, superintendent of agents of the Metropolitan Life in the Central district, comprising Ohio, Kentucky and West Virginia, has been transferred to take charge of the New England territory. Mr. North has been with the Metropolitan for 12 years and is a brother of Vice-president Henry E. North. W. S. J. Shepherd, superintendent of agents for New England, who has been with the company for 30 years, succeeds Mr. North in charge of the central district.

Opens Elizabeth City Office

The Imperial Life of Asheville, N. C., has opened a district at Elizabeth City, N. C., with W. B. Morgan as manager with offices in the Carolina building. He started with the company as an agent in the Fayetteville agency in March, 1929.

Prudential Anniversaries

Some Prudential superintendents are celebrating their anniversaries. John H. Sullens of Oklahoma City has rounded out 35 years. S. E. Long, Harrisburg, Pa., No. 1, has completed 35 years. E. P. Carroll at Erie, Pa., has been in the service 25 years.

New Company Now Writing

The Mississippi department has approved the policies of the new North American Mutual of Jackson, which is now actively writing industrial life, health and accident insurance on the weekly premium plan. J. G. Hand is president.

Pennsylvania Mutual—Manager Vito Milazzo promoted to superintendent at Norristown. J. F. Devlin appointed superintendent in Philadelphia.

LIFE COMPANY CONVENTIONS

Lincoln National's Meeting

Program for the Annual Agency Convention That Will Be Held Next Week

Details of the business programs which will feature the Lincoln National Life's 30th annual convention, June 24 to 29, have been announced. Business meetings will be confined to one and one-half days of the five day assembly.

The program for the first business meeting, which will be held in Fort Wayne, includes the following talks: "Welcome and Opening Remarks" by A. L. Dern, vice-president and manager of agencies; "Organized for the Future" by Arthur F. Hall, president; "Life Insurance—an Investment" by A. J. McAndless, first vice-president; "Our Investment Outlook" by E. C. Wightman, vice-president and controller; "Its Name Indicates Its Character" by Dr. L. A. Warren, director the Lincoln National Life Foundation; "Principal and Agent" by R. F. Baird, general counsel; "The Actuarial Department" by S. C. Kattell, actuary; "The Claim Department" by Lee Wilks, assistant secretary; "The Underwriting Department" by W. A. Jenkins, underwriting secretary and associate actuary; and an address by Dr. J. Raymond Schutz, professor of sociology at Manchester College.

Round Table on Cruise

At the agents' round table, which will be held aboard the S. S. "Noronic," June 28, agents will lead the following discussions: "Prospecting" by George E. Bennett and J. Bon Davis; "Five Star Annuity" by W. B. Seward and Philip Sitrick; "Business Insurance" by

L. C. Mascotte; "Direct Mail" by Clyde Chaddock; "Salary Continuance" by Roland Mayer; "Salary Savings" by F. R. Hierholzer; "Increasing Average-Size Policy" by J. L. Mueller; "Analyzing Needs and Programming" by J. F. Hackman; "Selling Young Men" by F. M. Moore; and "Building Business Through Policy Owners" by W. G. Harwi.

Holding Regional Meetings

The Business Men's Assurance of Kansas City is holding divisional sales meetings, having one at Springfield, Ill., and Cedar Rapids, Ia. Vice-president J. C. Higdon, J. H. Torrance, vice-president in charge of claims, Miss Chlo Peterson, publicity director, and G. J. Tricht of the sales department attended the meeting. The company is conducting a 26th anniversary campaign this month.

Liberty National Gathering

The Liberty National Life will hold its agents convention at Biloxi, Miss., Aug. 19-22, with about 40 in attendance.

Convention Notes

Agents of the American Central Life of Indianapolis who will qualify for membership in this year's field club will be given a trip to Monterey, Mex., next February.

The biennial outing of the J. Edgar Knott, Equitable of New York agency in Providence, and the Fred C. Rozelle agency in Portland, Me., will be held at Crawford Notch, N. H., Sept. 16-18.

President D. E. Ball of the Columbus Mutual Fire announces that the annual agents' convention will be held at the Book-Cadillac Hotel, Detroit, Aug. 22-23. An attendance of 300 is expected.

12 new 1935 Sales Aids

Executives To The Field
The Home Office comes to our Agents

Southland Life agents often see Home Office executives without going to Dallas. President Seay, 1st Vice-President Linz, Vice President and Agency Manager Talbot, and Public Relations Director Jacobs all spend much time in the field helping our agents with their problems.

If you like help like this, write to 1st Vice-President Clarence E. Linz, or to Vice-President and Agency Manager, Col. Wm. E. Talbot.

Southland Life Insurance Company

HARRY L. SEAY, President

HOME OFFICE DALLAS, TEXAS

Over Forty Years of Faithful Service
T. F. NORRIS CO.
REALTORS
Specializing in Property Management
DETROIT
1833 Majestic Bldg. Cadillac 4926

IN FLORIDA
Gulf Life leads the parade—over \$27,500,000 new paid for business in 1934
If interested in a connection address
LOPER B. LOWRY, General Agent
Gulf Life Insurance Co., Miami or Tampa

AS SEEN FROM NEW YORK

By R. B. MITCHELL

ATTITUDE OF CONFIDENCE

An attitude of confidence is of prime importance to the life agent today in view of the uncertainty in many people's minds, according to Manager T. G. Murrell of the Connecticut General Life in New York City. Mr. Murrell has found that prospects respond favorably to an atmosphere of confidence and enthusiasm under present conditions. During the depression years such an attitude, while still necessary, could not hope to do as much good as it can today. In the future, when the outlook seems more certain in the prospect's mind it may not be so necessary to buoy him up, but right now confidence in the future is more than usually effective, Mr. Murrell has found.

The Murrell agency's production for the first five months of the year was \$2,015,079 as against \$698,736 for the same period last year. Premiums in the first five months of 1935 were \$70,612 as against \$17,749 for the same period last year. The office is taking on 1,200 additional feet of floor space, its third expansion since it started from scratch two and one-half years ago. New agents have averaged \$169,000 in paid business for the first 12 months in the business. The agency has 24 full-time salesmen, only one of whom ever had any previous insurance experience.

* * *

DEATH OF W. E. DIEFENDORF

Warren E. Diefendorf, 42, manager, Mutual Life of New York in New York City and formerly manager for the same company in Brooklyn, died June 17 at the Mount Vernon, N. Y., hospital after an illness of two weeks. Prior to being taken ill he had recovered from a long illness and had resumed his duties at

his office only comparatively recently.

Except for a short period on the editorial staff of a Boston magazine, Mr. Diefendorf had been in insurance work ever since his graduation from Poly Prep Country Day School in Brooklyn. The first insurance policy he ever wrote was on a policeman stationed at a corner near his office, Richard E. Enright, who later became police commissioner of New York City.

Mr. Diefendorf became a member of the firm of Diefendorf & McDowell in 1914 while studying insurance at New York university. He succeeded his father, Warren T. Diefendorf, as manager of the Mutual Life's Brooklyn office in 1930 and in 1934 became manager in New York City, succeeding F. W. Adams. Mr. Diefendorf's father, who died in 1931, founded the Brooklyn agency.

* * *

WOFFORD "CR" CAMPAIGN

Inspired by the success of the Buffalo agency of the Prudential in campaigning against "CR," which is the cryptic symbol for "call reluctance," the H. L. Wofford agency of the Prudential in New York City is staging a 30-day CR campaign. Call reluctance is defined as the unwillingness of agents to call on persons whom they can easily get to but whom they hesitate to see for one cause or another.

The term was put into circulation by A. E. N. Gray, assistant secretary of the Prudential, in his recent speech at the New York State Sales Congress in Syracuse.

* * *

ARBITRATION PLAN FAVORED

Superintendent Pink of the New York insurance department has issued a state-

ment regarding a letter that former Superintendent Van Schaick sent out to all companies asking them to express their opinion as to the plan proposed for arbitration of claims, thus avoiding extensive and expensive litigation. Of the replies received from life companies, 13 favored arbitration, four opposed and eight were noncommittal. Many companies reported that they had little litigation over policies. Of the 142 companies of all kinds operating in the state, 113 declared favorably in favor of arbitration, 14 opposed and 15 were noncommittal. Superintendent Pink declares that arbitration should be resorted to and can be done in a very constructive way that will save much expense and delay.

Income Feature Is Essential Element

(CONTINUED FROM PAGE 1)

telling of human interest stories, etc., the agents too frequently have been selling figures, proposals, surrender charge, estate analyses, dividends, etc. This has been especially true this year due to the many changes in rates and values.

The public cannot become keenly interested in such factual presentation. Perhaps the trouble has been that the story of life insurance in action has not been properly told. The people have not graphically been shown how life insurance solves their problems, finances their future plans, materializes their dreams and turns them into realities.

Lindsley Sizes Up Present Conditions in the Field

(CONTINUED FROM PAGE 1)

In truth, the activities of various government agencies in loaning money at low interest rates had practically forced the life companies out of the farm loan field. Undoubtedly the companies will return to this type of investment as a result of the Frazier-Lemke decision, although the government loans will continue to hamper their resuming full activities in this direction.

"There seems to be a belief country-wide that the chief threats to recovery, the possibility of inflation, limitation of corporation profits and labor troubles under NRA requirements, have been eliminated by the U. S. Supreme Court. Bankers, industrial leaders and business men felt that trade was being strangled by an overwhelming mass of exactions and red-tape. President Roosevelt's veto of the veterans' bonus bill is generally believed to have avoided inflation, and the NRA decision has served as a challenge and opportunity to general business to meet the situation presented by depression by the medium of personal initiative and endeavor as it has met past crises. The outcome no longer can be in doubt. America will rise again."

SALES DRIVES

CAMPAIGN FOR EMBRY

From May 20 to June 22 the A. M. Embry agency of the Equitable Life of New York in Kansas City is conducting a campaign to celebrate Mr. Embry's 11th anniversary as manager. The ten high men and two high unit managers will be Mr. Embry's guests on the annual Ozark float trip June 30-July 3.

DAY DRIVE NETS \$236,250

The Farmers & Traders Life put on a "dawn to midnight drive" for new business in honor of President Thomas O. Young's birthday. As a result 159 applications amounting to \$236,250 new business were written. The Syracuse general agencies under Guilford Tobey and W. G. Gridley, with an objective of at least one application for each hour

from dawn to midnight, turned in 48 applications amounting to \$80,500 new business, an average of 2.4 applications for each of the 20 working hours. J. W. Barnes, Washington, Pa., wrote 81 applications for \$126,500 new business in April, president's month.

VICTORY BANQUET IN DALLAS

Joe D. Morse, president; N. A. Morse, and W. G. Johnson, vice-presidents; B. C. Housel, secretary; Thomas Roach, treasurer; J. F. Harbour, directors; A. A. Palmie and A. L. Hadley, assistant secretaries; L. L. Hoecker, auditor, and A. H. Trostman of the Home State Life of Oklahoma City attended a victory banquet in Dallas in celebration of the first \$2,500,000 of business placed on the books in that district. Agents from the Dallas territory, including B. B. Perry and his staff from Fort Worth, attended.

HELP YOURSELF CAMPAIGN

The General American Life has launched a "Help Yourself Campaign" to continue until June 30.

CONDUCTS "WAR" DRIVE

A big sales campaign is being conducted by the Ohio National Life in the form of a war to take a \$8,000,000 of new business "fort" by July 31. The agents have been divided into four divisions, infantry, cavalry, artillery, aviation, with a field staff in charge of each. President T. W. Appleby is commander in chief.

DAY DRIVE FOR GANTZ

In honor of his birthday and 17th anniversary as general agent for the Pacific Mutual Life, the agents of Joseph M. Gantz, Cincinnati, conducted a special one-day drive without the knowledge of Mr. Gantz. At a dinner that evening, the agents presented Mr. Gantz a good volume of business. He was also presented with an appointment as a Kentucky colonel. The Gantz agency is now leading the company in production.

BANKERS' DRIVE STARTS WELL

At the anniversary campaign being conducted in May by the Bankers Life of Nebraska, \$450,000 was secured in the first four days.

Stepping Stones to Sales Success

The man who enters the field of life underwriting can succeed much more readily if his course is intelligently charted and his efforts wisely directed. To that end we offer the new man the following program:

1. Training that will enable him to get into production early in his career.
2. Supervision in the field under competent direction that will fix proper sales habits from the start.
3. A prospecting technique that will give him enough of the right kind of people to see.
4. Organized sales presentations that will sell life insurance.
5. Daily Planning Charts and Time Control that automatically reduce "scatteration of effort."

We have unusual opportunities right now for new men who are qualified to carry out this kind of a program. If you contemplate entering the field of life underwriting, we invite you to write us for particulars.

Address your inquiry to

OREGON MUTUAL LIFE

Home Office: Portland, Oregon

"Pioneer Mutual Life Insurance Company West of the Rockies"



In the
Center of the Business, Theatre and Shopping District.

400 ROOMS \$2.50 UP

Three
FAMOUS RESTAURANTS
Mayfair Room, Coffee Grill
and The Hofbrau
GARAGE SERVICE

CHARLES
HEISS
MANAGING
DIRECTOR

To Reimburse 60 Mutuals for \$750,000 Premium Tax

Under a decision of the Tennessee supreme court, 60 mutual life companies are to be reimbursed to the extent of \$750,000 on account of premium tax payments made under a ruling of J. I. Reece, who was then insurance commissioner. The action was brought by the New England Mutual. Reece had ruled that the companies must pay the 2½ percent premium tax on premiums paid with cash dividends. The supreme court holds that the tax does not apply on such deductions. The court denied the companies interest on the impounded premiums.

In 1897 the Tennessee commissioner ruled that gross premium receipts did not include dividends credited by the company on the policyholder's premium. The supreme court declared it is a settled rule of law that when a statute has for many years been construed in a particular way by officers of the state charged with the enforcement of that statute, the courts will adhere to such construction, unless that construction is patently wrong. In the present case the construction by the commissioner in 1897 is supported by the weight of authority. To permit the tax laws to be changed by a precipitate ruling of a single administrative officer would savor of caprice and tyranny and lack of due process.

Fraternal Digest Is Available

**New Manual Gives Data on All Societies
of U. S. and Canada With
\$1,000,000 in Force**

Showing the latest facts and figures on fraternal insurance societies, the new 1935 Fraternal Compound Digest has just come off THE NATIONAL UNDERWRITER press. This annual reference book gives authoritative information on all societies of the United States and Canada having \$1,000,000 or more in force, treating them as legal reserve or assessment organizations according to their actual plan of operation.

The exhibit for each society is designed to indicate its financial and actuarial condition, its actual cost of insurance to members admitted at the present time, and to show the essential features of the contracts they are now issuing. A brief history of each society's readjustments, mergers, reinsurances, etc., if any, is included.

In addition to showing the certificate analysis, rates, dividends, reserve bases, values and unusual provisions, the Fraternal Compend Digest gives a synopsis of the annual statement of each society. A special tabulation of insurance in force on the various reserve bases is included for over 200 societies.

Copies of the new Fraternal Compend Digest may be obtained by addressing The National Underwriter Company, 420 East Fourth street, Cincinnati. Single copy price \$2.

W. O. W. Big Campaign

OMAHA, June 20.—The 21-day founder's day campaign, commemorating the 45th anniversary of the Woodmen of the World, ended with the writing of \$18,938,250 in new insurance, it was announced by De E. Bradshaw, president. The campaign set a new record for the W. O. W. for a 21-day period, and the final day also established a new high mark for a single day when \$7,054,750 in new business was sent in.

P. F. Howerton Makes Change

P. F. Howerton has resigned as agency supervisor of the Penn Mutual at Charlotte, N. C., to become general agent for the Connecticut Mutual. He will have his headquarters in Charlotte but will have supervision of the company's former general agency at Greensboro as well, inasmuch as W. G. Vogle

RECORDS

Connecticut Mutual.—Reports a marked decrease in lapses and surrenders. Terminations the first five months were 20.7 percent less than last year. This decrease, plus an 18 percent increase in paid sales, resulted in increase of \$11,269,518 in insurance in force. Total now \$903,900,456. May was the second best month in lives insured in its history, with 3,058.

Washington National.—Ordinary life business in first five months compared with same period of 1934 was: Written, 71.9 percent increase; issued, 85.7 percent increase; paid for, 97.3 percent increase; lapses, 11.3 percent decrease; reinstatements, 20.4 percent; premium income—1st year, 143.8 percent increase; renewal, 28.4 percent increase; gross, 82.2 percent increase.

Yeomen Mutual Life.—Gain of 92 percent in May sales.

Central Life, Ia.—Gain of 48 percent in May, and a 26 percent increase for five months.

Great Western, Ia.—35 percent increase in May, five-month total 23 percent ahead.

National Life, Ia.—22 percent gain, five-month total 30 percent increase.

Webster Life, Ia.—10 percent May increase and a 25 percent gain for the five months.

Seaboard Life, Tex.—All records broken during May in special tenth anniversary drive. Goal of \$1,000,000 paid business was exceeded by 63 percent with a \$1,235,000 total or 68 percent over the previous high month. Business for first five months 69 percent ahead.

Pacific Mutual Life.—May life volume gained 164 percent, retirement annuity premiums increased 163 percent, and single premium annuities gained 213 percent. The commercial accident department continues to experience a substantial increase.

Mid-Continent Life, Oklahoma C'y.—Sixty-seven percent increase in special May campaign celebrating 26th anniversary.

Great American Life, Hutchinson, Kan.—It is now operating its own radio station, KWBG, the studios being located on the second floor of the home office building. The company uses 15 minutes on the air every morning, starting at 9:45. The company is featuring a \$500 "ready cash policy" and it has proved a good seller. Applications for the first five months were 1,744, amounting to \$1,376,250.

Earl V. Reed, Oklahoma City.—Gain of 151 percent for year to date. Agency has advanced from the 45th to the 17th place in agency standing of company since last November, when Mr. Reed took over the agency.

Clucas Home Office Manager

L. M. Clucas has been appointed general agent for the Berkshire Life home office agency in Pittsfield, Mass., succeeding Paul Rhodes, resigned. He has been with the company for more than ten years and has done much of his selling in New York City. Paul Rhodes is remaining in the life insurance business but has not yet decided where he will locate.

Financial Expert Dies

Marvyn Scudder, actuarial and financial expert who for a number of years prior to 1931 prepared the valuation tables for the National Convention of Insurance Commissioners, died June 18 at the age of 60. He took an active part in the Armstrong investigation as an assistant to Charles Evans Hughes and aided in other financial investigations. He was an authority on unlisted and extinct or obsolete securities.

of Greensboro has resigned. There will be district offices at Greensboro, Winston-Salem and High Point.



STURDY AS THE OAK

Some years ago a group of men started building, laying the corner stone, then the foundation. Little by little the steel girders rose; the walls became reality. In their building those men have interwoven stability and integrity, thus creating a reserve of confidence.

Time and the requirements of the Institution of Life Underwriting have proven the merits of their building. Today the Peoples Life stands at the heights in the profession.

Are you interested in a connection with a company whose high standards grant double protection to underwriter and policyholder? Then you will find it pays to be friendly with the

PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

FRANKFORT

INDIANA

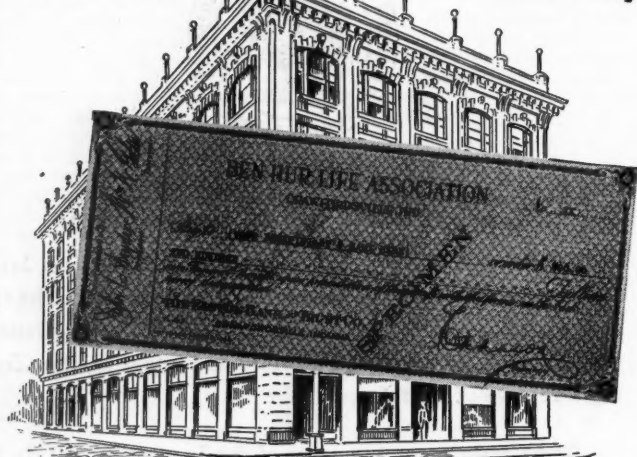
THE PROVIDENT

**LIFE AND ACCIDENT
INSURANCE COMPANY**
CHATTANOOGA, TENNESSEE

FOUNDED 1887

Thoroughly Modern Policy
Contracts Meeting Every
Life Insurance Need—Sold
at Premium Rates on a Par
with Those of the Best Low
Cost Practices.

A Part of Every Ben Hur Policy



Fourteen years ago the Ben Hur Life Association, in line with its consistent policy of prompt settlement of claims, patented the above type of check as an integral part of every Ben Hur adult contract. It is for one-tenth of the face amount of the policy and, when necessary, can be cashed at local banks IMMEDIATELY after the death of the policy holder. Furthermore, red tape has been eliminated and the sun never sets on an unpaid just claim at the Home Office.

BEN HUR LIFE ASSOCIATION

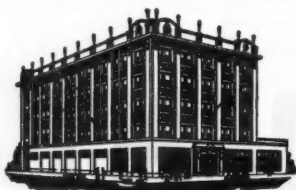
Founded: 1894

Home Office: Crawfordsville, Indiana

John C. Snyder,
President

Edwin M. Mason,
Secretary

ADDS ANOTHER RECORD YEAR



Home Office Building

Total Assets, \$16,678,098.25
A gain of over \$1,100,000 for the year 1934
Insurance in Force, \$144,757,747 (Both Departments)
A gain of over \$13,000,000 in twelve months

Believes in the Future of Fraternal Legal Reserve Insurance

AID ASSOCIATION FOR LUTHERANS

APPLETON, WISCONSIN

Alex. O. Benz, President
Wm. F. Kelm, First Vice-President

Membership, 123,805 (Both Departments)
A net gain of 12,015 members since January 1, 1934
New paid-for insurance written in 1934, \$24,123,300
An increase of 22 percent over 1933

Wm. H. Zuchlke, Treasurer
Albert Voecks, Secretary

Aggressive and Progressive

Our record speaks for itself.
Splendid territory still available.

LUTHERAN BROTHERHOOD

HERMAN L. EKERN, Pres.

608 Second Ave. S.

Minneapolis, Minn.

TAKE BOTH

Life men who write automobile or fire insurance, as well as life, should read The National Underwriter (Fire, Automobile and Casualty section, \$4 a year), as well as the Life Insurance Edition. Both on one subscription, \$5.50 a year. SEND ORDER NOW TO A-1946 INSURANCE EXCHANGE, CHICAGO.

NEWS OF THE FRATERNALS

Tax Suits Filed in Arkansas

Attorney General Bailey Asks \$1,243,131 Alleged Past Due on Premiums Since 1917

Attorney-general C. E. Bailey of Arkansas filed 34 back tax suits in Pulaski chancery court against as many fraternal societies to collect premium tax on business in Arkansas during the past 15 to 35 years. The attorney-general estimated the total tax liability of the societies is approximately \$1,600,000, but the suits asked specifically for judgments totaling \$1,243,131 for taxes alleged to have accrued since 1917, and that the societies be required to submit records for years prior to 1917 because department records before that date have been destroyed.

The premium tax collected from foreign old line companies first was 2½ percent, but was reduced to 1½ percent in 1913, then was increased to 2 percent in 1917 and to 2½ percent in 1931. Mr. Bailey said the purpose of the litigation "is to correct inequities which now exist and by reason of which old line legal reserve companies are discriminated against, and to procure needed revenue for the state for the support of governmental institutions and agencies of which these so-called fraternal insurance companies are one of the largest beneficiaries."

Delays Action on Indictments

Federal Judge Joyce at Fort Dodge, Ia., has postponed decision on the demurrer to the indictment charging six persons with using the mails to defraud in connection with an alleged \$300,000 secret commission in the merger of the Modern Brotherhood of Mason City, Ia., with the Independent Order of Foresters of Toronto.

Those indicted were Sam Sparrow, Kansas City, former general counsel of the Modern Brotherhood; Albert Haas, Mason City, former president of the Modern Brotherhood; C. R. Parks of the Parks Service Company of Chicago and these former directors of the M. B. A.: F. C. Parnell, Boscobel, Wis.; W. A. Knight, Battle Creek, Mich., and W. P. Curtis, Chicago.

To Pay South Dakota Fee

The demand of the South Dakota department that the Modern Woodmen pay a license fee of 50 cents per member for the privilege of doing business in the state has been acceded to by the directors of that fraternal. A per capita levy on South Dakota camps has been ordered to reimburse the national treasury.

National Officers Speak

Members of the Scandinavian-American Fraternity at a meeting in Madison, Wis., were addressed by Peter Overby, Minneapolis, vice-president; P. J. Smith, Eau Claire, Wis., secretary; Albert Nelson, Eau Claire, treasurer, and Clarence Onstad, Stoughton, Wis., chairman of the board.

Fraternal Back Mr. Palmer's Code

(CONTINUED FROM PAGE 1)

need not go to 3 percent reserve basis. It was felt by some present that 4 percent American Experience probably would be adequate. The fraternal generally are earning well over 4 percent net on their investments, it was said. The 4 percent basis, however, probably would be satisfactory only for fraternal giving no non-forfeiture values in their policies and having good mortality experience. For fraternal giving such

Addresses Congress



PETER F. GILROY

Head Woodmen of the World, Denver

Peter F. Gilroy, vice-president of the National Fraternal Congress and head of the Woodmen of the World, Denver, was spokesman for the N. F. C. at the all-day meeting of the Illinois Fraternal Congress in Chicago. Judge J. C. Karel, Milwaukee, N. F. C. president who was scheduled to address the congress, was unable to attend due to being called to Madison, Wis., by the insurance commissioner and others on important legislative matters.

values, it might be necessary to go to 3½ percent.

Insurance Director Palmer said any late amendment probably would cause the code to be killed, as it would have to go to conference committee with possibility the legislature would adjourn before action could be taken on it. He said he would oppose the offering of any amendment in the Illinois senate, which was expected to pass on the bill this week. The department has not conceded a single thing on a matter of principle, he said, and as a result the proposed code is far ahead of the laws of other states. The department has restored the confidence of Illinois people in insurance.

Palmer Speaks on Code

"There are many things in the code which were not found in the laws before," he said, "but I believe there is nothing drastic that will hamper legitimate insurance organizations. The code was drawn with more than ordinary knowledge of the insurance business. The bill before the senate is practically 95 percent as we would have it and as it was drawn."

Director Palmer expressed confidence the code would be passed by the senate this week and sent to the governor for signature. He discussed his own attitude as director, saying he is aggressive in his fight for right principles, but, he said, "I don't believe any insurance director should be a czar."

Governor Horner is 100 percent behind Mr. Palmer and the code, he said. The governor has made possible development of a high degree of efficiency in the department. "I am going to be fair in the operation of the code as it gets under way," Mr. Palmer said.

It was the belief of several society representatives attending that the new

(CONTINUED ON LAST PAGE)

SALES IDEAS AND SUGGESTIONS

1,404 Life Insurance Sales—Where and How Made

By W. T. PLOGSTERTH
Director of Field Service Lincoln National Life

Prospects who buy! Where do they come from and why do they buy? Two mighty important questions to the life salesman!

In an effort to bring out some facts that may be useful, we make a study about every six months of the applications Lincoln National agents submit. We have just analyzed 1,404 applications written in May. These were "run-of-the-mill" applications. Only group, wholesale and salary savings applications were excluded because they did not represent individual prospecting, and juvenile applications because the data procured would not apply to child applicants.

We did not, however, rely solely upon the answers to the questions in those applications. In addition, the man who wrote the application told us—

1. Where he got the prospect.
2. The principal appeal that made the sale.
3. The time the application was signed.
4. The interview on which the application was signed.

What was developed was interesting—and sometimes enlightening.

Policyholder Is Key to Successful Work

The study emphasized again a fact we all know but sometimes do little about—that the policyholder is the key to successful prospecting.

1. Not only was a large volume of business written on the lives of policyholders themselves, but one out of each four non-policyholder applicants was either a relative of a policyholder or suggested to the agent by a policyholder. The old story is still true—regular contacts with policyholders, backed by conscientious intelligent service to them, will go a long way toward solving the prospecting problem.

2. The young man is buying. One-half of the applications were on the lives of men age 30 or under. Many are now getting their first business chance after several years of waiting. And it is surprising how many of these young men were sons of policyholders whose names had been suggested by father.

3. New prospects dominate. Excluding old policyholders, three out of each four applicants were classified by the agent as new prospects.

4. Plenty of insurance? No, the chances seem to be about fifty-fifty that your new prospect will carry no insurance whatever. At any rate, of these May applicants one-half carried no life insurance whatever.

Few China Eggs Hatched in the Sales Process

5. Of course, some men work differently; but it looks like you had better go somewhere else if the third interview doesn't close him. Four out of each five applications were written upon either the first or second interview. And this ratio has held in every study we have made. There seems to be little doubt of the lack of productiveness of a long series of calls on old prospects.

6. The size of policy—what group is most satisfactory? As always, the largest average sized policy came from that group made up of executives, professional men, salesmen and merchants. In fact, the average application from this select group was almost double that of the group as a whole. One interesting point was the way in which the size of application from the merchant has been steadily increasing until now he is in second place, just below the executive. As was to be expected, the age group which produced the largest average size policy was the group from 41 to 50—the applications from this group being almost twice that from the group 30 and under.

Motives That Influenced the Prospects to Buy

7. As a basic appeal—protection for the family still leads. But it is significant that almost as many bought because they wanted an old age income or because they wanted an old age income along with the protection. The tendency is more and more toward this combination of appeals—protection plus old age income. Without doubt it is the addition of this second appeal that is securing the application in many cases.

8. May was a contest month with us. One sometimes wonders whether or not the contest appeal really has any effect. It is interesting to note that in one out of each eleven cases the agent gave the contest appeal credit for getting the business closed during May.

Next in line was an old standby. Age

change still has plenty of P. A. And right along with age change in effectiveness was a comparatively new appeal—or rather an old appeal dressed up—Salary continuance.

9. For the first time we asked the question as to the "Time of day the application was signed." It was a real surprise to find that almost one-third of the applications were written in the evening. In fact, it seemed to be easier to find the dotted line under an electric light than in the morning sun.

Although the number of sales made at night may surprise you as it did us—and the percentage of applicants who owned no other insurance may seem a bit startling (though earlier studies showed the same ratio)—certainly there is nothing new about the methods used or appeals made. The same methods are being used every day. Nothing new about the importance of contacting policyholders or following up age changes. The important thing is that these practical, established methods still do produce business—when and if followed out.

SALES IDEAS OF THE WEEK

EFFECT OF TIME CONTROL

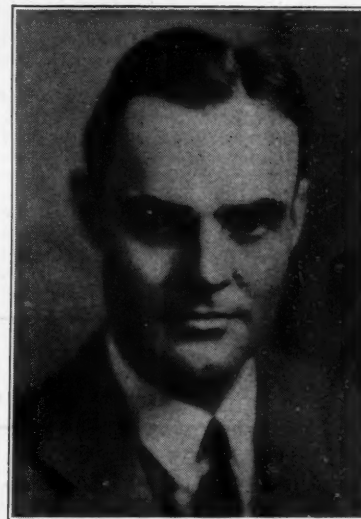
"For over 11 years, with the exception of 1931, I have been keeping a daily record of my work in the field," says John C. Graham, of the Erie agency of the Connecticut Mutual Life. "During that year I discontinued daily reports, feeling that my work would be conducted just as systematically as if I made reports, and I felt that I would benefit by the time I would save. That same year my business suffered tremendously from lack of a systematic record. My individual experience with daily reports is no different from that of a whole army of underwriters. Believe you me, time control is a most helpful aid. May I suggest that if you are not now using a time control system, you begin without delay."

* * *

GET WIFE TO PROSPECT

The importance of the life agent interesting his wife in life insurance and enlisting her active cooperation in the promotion of his success in the business by becoming a source of leads for new prospects through her contact with other women in the community, was stressed by Kellogg Van Winkle, Los Angeles manager Equitable of New York, at an association meeting at Santa Ana, Cal. He emphasized the value of the agent establishing himself in the minds of other people, including

Makes Analysis



W. T. PLOGSTERTH

W. T. Plogstherth of Fort Wayne, Ind., director of field service of the Lincoln National Life, who makes a survey of 1,404 sales by the agency force of that company in May, is a profound student of the business.

Mr. Plogstherth is completing his 14th year in agency work with the Lincoln National, where he has been assistant superintendent of agencies and then director of field service. The conclusions which he draws in his contribution to The National Underwriter gain additional significance because while based on May production they are supported by other similar studies made over the last two years.

his prospects, as a competent person to properly advise them in regard to their individual life insurance programs. In prospecting, he said, "find a need that can be pointed out to the prospect, where life insurance is the obvious solution of the problem."

Philadelphia C. L. U. Election

B. C. Millikin, Provident Mutual, has been elected president of the Philadelphia C. L. U. chapter. The vice-president is P. B. Banks, Equitable of New York; treasurer, S. O. Smith, Massachusetts Mutual. The directors are V. C. Chambers, A. F. Mason, A. A. Simpler, Clifford Orr and W. A. Craig.

STRENGTH

LIBERTY NATIONAL LIFE INSURANCE CO.
BIRMINGHAM, ALA.

Enquire About the
PERFECT PROTECTION POLICY
The latest and most complete development of the Family Income Plan.
For full Details—without obligation—write

THE DOMINION LIFE ASSURANCE COMPANY
LANSING — 801 OLDS TOWER BLDG.
DETROIT — 2724 UNION GUARDIAN BLDG.

Fraternalism Are Supporting Proposed Code in Illinois

(CONTINUED FROM PAGE 18)

code, especially in regard to the investment section, would result in some mergers as a few are out of line with the requirements if these are interpreted strictly. Mr. Palmer admitted some latitude in time to put societies in line might be needed and granted.

D. T. Winder, Chicago attorney and president of the congress, presided. The program was unusual in scope and interest. There were a number of chief executives of important societies attending, including T. H. Cannon, head Catholic Order of Foresters, Chicago, and secretary National Fraternal Congress; T. R. Heaney, secretary C. O. F.; P. F. Gilroy, head Woodmen of the World, Denver; J. C. Snyder, president Ben Hur Life; Philip Steele, president Chicago Fraternal Life; W. F. Traub, head of the Royal League, Chicago;

Vincent Cankar, president Slovene National Benefit, Chicago.

Mr. Winder announced 59 societies have joined the congress, making it one of the largest in the country, 29 societies being voted in at the meeting. The American College of Life Underwriters has opened the C. L. U. lists to fraternal society salesmen. Mr. Winder stated in introducing A. J. Johannsen, Northwestern Mutual Life of Chicago, retiring president Chicago chapter of C. L. U. Benefits of C. L. U. study, Mr. Johannsen said, are: (1) Fine vision of life underwriting as a career, which is bound to result from study and self-development; (2) greater confidence; (3) development of the study habit; (4) greater earnings, on the average; (5) public recognition, already attained in a limited degree and sure to increase with time.

Mr. Johannsen said the C. L. U. movement was probably the only educational effort that went ahead constantly during the depression. Life underwriting is an institution of ideas and

expert knowledge. Passing of C. L. U. examinations, he said, indicates a proper attitude toward the business and life insurance as a career, as well as willingness to keep abreast of the times.

State Representative George Fitzgerald, chairman of the code commission and chairman house insurance committee, was present, expressing confidence in Mr. Palmer. B. W. Risse, fraternal supervisor of the Illinois department, also attended and spoke.

Ralph H. Kastner, associate counsel American Life Convention, Chicago, explained the cooperative services of the organization of 135 old line companies, which includes legislative and legal bulletins, law digest service, attorneys, investments, actuarial and other services.

D. F. Campbell, consulting actuary, Chicago, said the question of 3 or 4 percent interest rates is only one element involved in the problem of maintaining solvency facing the societies. The three elements in maintaining solvency are mortality table used, rate of interest adopted and the societies' practices regarding medical selection of risks, the most important being the latter. If the mortality table is more than adequate to measure mortality of members, rate of interest adopted is a minor concern; but if the tables closely estimate actual mortality experience, rate of interest becomes important. Mr. Campbell spoke for use of the American Experience 4 percent table. He said the lower rate of interest existing at present is only temporary.

Travelers Actuary Talks

Ralph I. Booth, statistician Travelers branch office in Chicago, felt 4 percent was satisfactory where no non-forfeiture values are involved, mortality is reasonable, but where liberal values are given, he thought 3½ percent would be proper, but there was no need to go to 3 percent on long term contracts. Three percent might be necessary for single premium, short term endowment, limited pay life, etc. It seems, he said, the public will not forego the pleasures of life to earn less than 3½ percent on their invested money. The fraternalists want to keep the premium outlay down and they cannot correct the present situation by changing to 3 percent reserve basis, Mr. Booth concluded.

Harold Reise, consulting actuary, said there must be taken into account possible taxation of fraternalists. He recommended 3½ percent basis with adequate loading which would serve to accumulate contingency reserves. He said it would seem to be better to be on 3½ percent basis and earn 4 percent or more, returning any excess in the form of dividends.

Consulting Actuary J. C. Cameron of Chicago agreed with Mr. Reise the societies should be cautious, and any margin over the interest rate adopted could go to surplus.

Touches on Tax Threat

A. W. Fulton, fraternal attorney, Chicago, discussed the code, which in the main, he said, is satisfactory to fraternalists. The expense of including a photostatic copy of application in policies is not serious, for some societies are equipped to do so, due to this being a requirement in many other states. He touched on taxation trends, believing that while the societies had a clean slate in the heavy legislative season this year in spite of many efforts to tax their premiums, he doubted whether they would be able indefinitely to avoid taxation.

F. D. Meacham, supervisor Hooper-Holmes Bureau, explained that it checks on finances, moral character, helps identify the individual, avoids possibility of substitution, checks on occupation, health, and even covers the aviation hazard. A novelty not seen in old line conferences was the fraternal hour from 11 a. m. to lunch time.

Harry Jeffs, Illinois manager Ben Hur Life, discussed methods of extending fraternal insurance. He said something is wrong. It is a splendid type of life insurance but evidently the public is not being generally convinced. He be-

lieves fraternalism can be made to grow, for applicants are now assured that their contracts will be completed in full. The sound financial growth of the societies permits extension to all the complex forms of contracts sold by old line companies, including annuities and family income.

He said the societies muddled through on securing a legal reserve basis and he suggested a research study of the situation and a definite plan. Fraternalism can be extended, he believes, by enlarging the fraternal services first. The societies can provide for hospitalization of all members at reasonable cost, with medical clinical advice, etc. The N. F. C. might conduct a similar service country-wide.

In 1900, he said, the amount of fraternal insurance nearly equaled that of old line ordinary and industrial insurance. If fraternalists had kept pace with the population growth, they would now have over \$70,000,000,000 in force instead of only \$6,000,000,000, he said.

Peter F. Gilroy, head of the Woodmen of the World, Denver, substituted for President J. C. Karel of the N. F. C. on the program. Fraternalism has stood the test, he said, going hand in hand with life insurance.

Question of Annuities

The subject of annuities was developed by Mr. Cameron who said a number of larger societies now issue annuities, both single premium and retirement types. He pointed out there has been a great increase in sale of annuities, in 1930 these totaling \$84,000,000 or 4 percent of total life premiums of companies representing 80 percent of the business in the country, and in 1934 \$346,000,000 or 16½ percent. The annuity premiums in 1933 and 1934 totaled more than all the premiums on new business.

He believes deferred annuities are better and more feasible for fraternalists. A troublesome question in annuities is self-selection. Mr. Cameron expressed belief if annuities are sold rather than bought, this evil will be largely eliminated. Fairly high rates should be charged, thus making it possible if higher interest rates return to refund the excess in some way.

Expense Fund Problem

Methods of increasing the expense fund outlined were by merger, conservation, issuance of new forms with adequate loading and office efficiency. J. J. Hien, Conservation Service Company, spoke for mergers. There are a number of societies which related, he said, and whose only income available for general fund is the per capita tax. They are facing merger under present conditions.

Fred White, C. L. U., discussed conservation, saying it is almost impossible to charge expenses in a fraternal with full equity to all certificate holders. There is no single remedy. He urged issuing new policies with increased expense loading. Extended insurance cases should be converted to premium paying basis in connection with loan transfers, he said.

Clarence Del Vecchio, Royal League, treasurer of the conference, and Vincent Ferrere, Italo-American National Union, secretary, officiated with Mr. Winder.

George Hodel recently completed 20 years of service with the Los Angeles agency of the Equitable Life of New York.

Real Estate Expert Seeks Sales Connection

Over 15 years home office life company experience, field, personal, west, southwest, central states farm lands, (many cities) in development, operation, successful sales, including renting, appraisal, mortgage adjustment. Life companies, banks, estates, committees, capitalists, or others needing such experience please address

B-88, NATIONAL UNDERWRITER
Insurance Exchange, Chicago

ACTUARIES

CALIFORNIA

Barrett N. Coates Carl E. Herfurth
COATES & HERFURTH
CONSULTING ACTUARIES
114 Sansome Street 437 So. Hill Street
SAN FRANCISCO LOS ANGELES

NEW YORK

MILES M. DAWSON & SON
CONSULTING ACTUARIES
500 Fifth Avenue New York City

ILLINOIS

J. C. Cameron W. W. Chambreau
CAMERON & CHAMBREAU
Consulting Actuaries & Tax Consultants
111 West Monroe Street, Chicago
Organization, Management, Pensions,
Agency Planning, Federal Tax Work.
Washington Office, Shoreham Bldg.

Established 1885 by David Parks Fackler
FACKLER and BREIBY
Consulting Actuaries
Edward B. Fackler William Breiby
8 WEST 40TH STREET NEW YORK

DONALD F. CAMPBELL
CONSULTING ACTUARY
160 N. La Salle St.
Telephone State 1213
CHICAGO, ILLINOIS

ELDER A. PORTER
F. A. S. F. A. I. A.
Consulting Actuary
102 Maiden Lane
NEW YORK, N. Y.

L. A. GLOVER & CO.
Consulting Actuaries
128 North Wells Street, Chicago
Life Insurance Accountants
Statisticians

Woodward and Fondiller, Inc.
Consulting Actuaries
90 John Street, New York
Telephone Beekman 3-6799

INDIANA

Haight, Davis & Haight, Inc.
Consulting Actuaries
FRANK J. HAIGHT, President
Indianapolis, Omaha, Kansas City

OHIO

CARL J. WEST
Consulting Actuary
Life Automobile Casualty
8 East Broad Street
Columbus, Ohio
Organization Management

PENNSYLVANIA

FRANK M. SPEAKMAN
Consulting Actuary
Associates
Fred E. Swartz, C. P. A.
E. P. Higgins
THE BOURSE PHILADELPHIA

MISSOURI

ALEXANDER C. GOOD
Consulting Actuary
Central Missouri Trust Company Bldg.
Jefferson City, Missouri

TAKE BOTH Life men who write automobile or fire insurance, as well as life, should read The National Underwriter (Fire, Automobile and Casualty Section, \$4 a year), as well as the Life Insurance Edition. Both on one subscription, \$5.50 a year. Send order now to A-1948 Insurance Exchange, Chicago